

No. 60
MAD
IND
Jan. '61
OUR PRICE 25¢ CHEAP
CONGRATULATES
Richard NIXON
I LIKE DICK
Bob Clarke
upon his election as
PRESIDENT
We were with you all the way. Dick!



You're not kidding, Charlie Brown! Sure, you can save up to a penny a mile on gas (The Furd Foulcar averages 30 miles to the gallon!), but your doctor bills for strained muscles and slipped discs suffered getting in and out of the darn thing more than make up for it. As *Motor-Mad* Magazine put it: "The Foulcar is a great little car to own, providing you don't drive in it for longer than 12 minutes at a stretch!" We wonder why Foulcar is America's best-selling compact?

FURD DIVISION *Furd Motor Company*



WORLD'S MOST UNCOMFORTABLE SMALL CAR

FURD **Foulcar**

NUMBER 60 JANUARY 1961

MAD

"A loaf of bread, a jug of wine, and thou beside me . . . and pretty soon I'll be fat, drunk, and in trouble!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
TWO FOR THE MONEY: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman, Esq.
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

**Various Places Around The Magazine

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VITAL FEATURES



When we showed this **MAD** take-off of "The King and I" to the original cast it had a strange effect: mainly, Yul Brynner bald.



With colleges planning to offer courses on TV, the future student will have to "channel" his thinking to pass a "test pattern."



MAD presents a "Tourist Guide to America" for the European traveler, which should quickly guide him back where he came from.



MAD views the new full-hour version of Video's "Naked Town," and decides it's the same turkey with 30 minutes more dressing.



This article proves that today's Educational Toys can really teach — namely parents, who'll learn not to buy them for the kids.



TV shows "warm-up" their audiences before air time. Audiences "warm-up" their **MAD** magazines after reading time—by burning them.



This **MAD** article on the latest craze sweeping the nation, namely "Dieting," is coldly calculated to put the "fat" on the fire.



Shakespeare enthusiasts might very well accuse us of butchering the Bard, but it's just our way of bringing home the Bacon.



MAD COVER

You can't kid me, clods! Alfie isn't swinging upside down. The birds are flying upside down and the title "MAD" is printed upside down on the bottom of the cover.

Dick Glynn
Phoenix, Ariz.



Upside Down?

MAD PROBLEM

I have been collecting MAD's for years, and my mother has been throwing them out for years. What should I do?

Errol Brown
Pittsburgh, Pa.

Start throwing out your MAD's. Then your mother will start collecting them.—Ed.

POLITICS IN MAD

In reply to John Spence's letter (Oct. #58) about the ages of his fellow MAD readers being between 13-16 and not being interested in politics: I say that everyone I know who reads MAD is between 21 and 35, and we like politics. And your political articles have been great. Keep up the good work. Us older "kids" dig you the most.

Nan Elwood
Santa Monica, Cal.

I really felt bad when I read that letter of John Spence's in #58. Just thought I'd let you know that not all teenagers feel that way about politics. Keep up the great satire. It was your witty comments which prompted me and many of my friends to find out more about the way our nation is being run. Anyone who isn't interested in the way the world is turning these days shouldn't be reading MAD anyway, that's for sure. I have often thought about writing a gag letter to you, but this is more important to me.

Helen A. Harrison
Richmond Hill, N. Y.

I have read MAD since the 1954 10¢ comic book days. I have also been a member of the Teenage Republican League of Ramsey County since 1957. We have about 100 members in our club, and most of them read MAD. The TRLers enjoy the versatile way MAD informs them about politics. There are many more of us teenagers who feel that politics is and will always be an important part of life in the United States. John Spence is a complete "Shnoock."

John David Hanks
Chairman
Ramsey County TRL
St. Paul, Minn.

John Spence suggested that you cease publishing articles dealing with politics. Please don't! I care several "hoots" about the fate of the world. It ain't much, but it's all we've got.

Eric Partlow
Los Angeles, Cal.

In your Oct. issue, I noticed a letter from a youngster saying that he does not care for political satire. Please do not let that letter influence you in any way. I can assure you that your adult followers are more numerous than you think, and I believe your political articles are quite excellent, especially your appraisal of past and present presidential administrations in "A Child's History of the Middle 1900's."

David Bergman
Los Angeles, Calif.

I believe that the statements made in your Oct. issue about four of the country's leading politicians, three of which were Presidents of the United States and the other a Governor of New York, were senseless and a slap in the face to the American people. They should not have been printed. Now the American people know how stupid you are.

Jon Hartman
(No Address Given)

I have been a devoted fan of MAD for several years and have always enjoyed the magazine. But I have one complaint to make. I don't think you should make fun of something as serious as politics and elections.

Martha English
Chevy Chase, Md.

I noticed the letter from John Spence, who stated that he doesn't "care a hoot about politics." I wish to point out these facts: (1) I love MAD. (2) I take an interest in politics. (3) I enjoy your satires on the subject. And (4), it's time we teenagers started taking an interest in our country and in its government.

Richard Levy
Indianapolis, Ind.

Just want to bestow my praises on the fine—and badly needed—political satire in your latest issues. Thanks.

Roz Baker
Dobbs Ferry, N. Y.

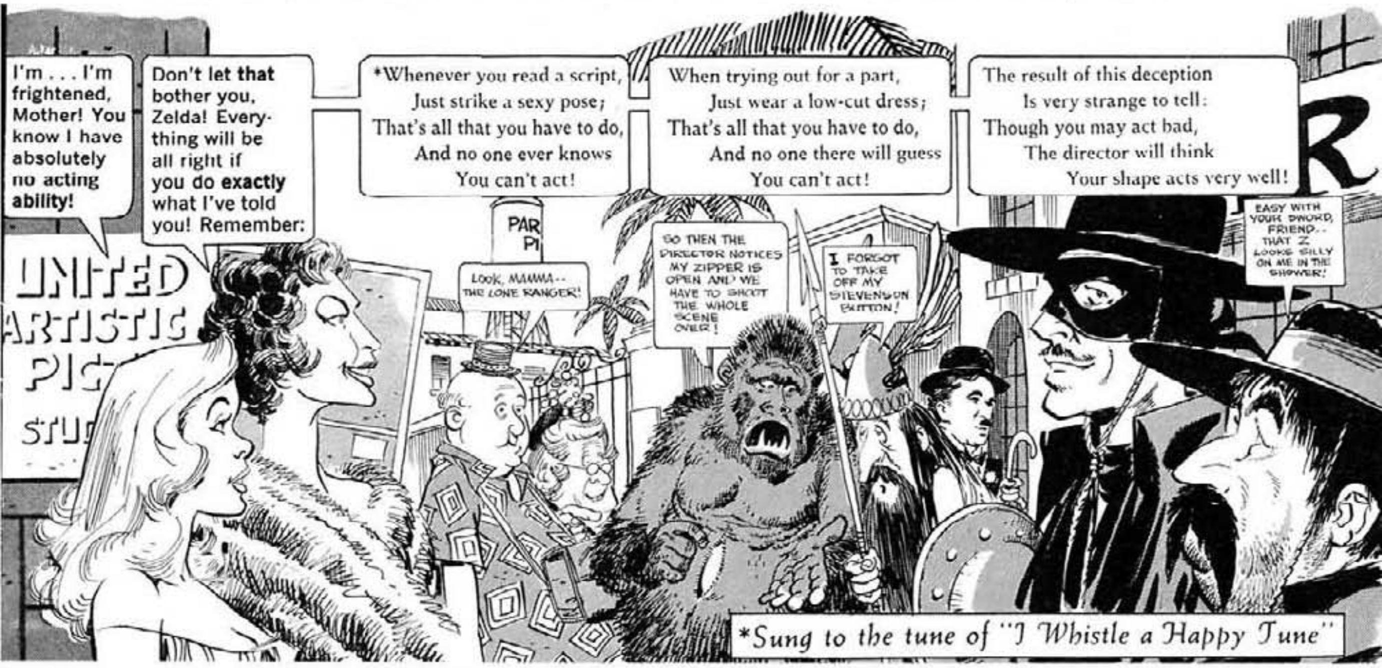
Please address correspondence to: MAD, Dept. 60, Room 706, 225 Lafayette Street New York 12, New York

THE RED HOUSE **with
Peter Sellers, Diana Dors, Betty Garrett, Clark Gable and Glynis Johns

We never could understand why Rodgers and (the late great) Hammerstein bent over backwards to give their musicals a foreign flavor. F'rinstance "Flower Drum Song" had a Chinese flavor, and "South Pacific" had a Polynesian flavor, and "Sound of Music" had an Austrian flavor, and "The King and I" had a Siamese flavor. What we'd like to know is: what's wrong with America? Certainly, any one of these hit musicals could have taken place in the good old U.S.A.! Take "The King and I", for example. All they had to do was ship the main characters from Bangkok to Hollywood, make a few small changes, and it would have come out as...

"THE PRODUCER AND I"

ACT 1, SCENE 1: OUTSIDE THE GATE TO UNITED ARTISTIC PICTURES STUDIO IN HOLLYWOOD. ENTER BIBI VA VOOM AND HER BEAUTIFUL DAUGHTER, ZELDA:



ARTIST: MORT DRUCKER






ACT 1, SCENE 2: THE OFFICE OF KING GAZAN:
My name is Bibi Va Voom! I'm the new governess Mr. Gazan hired for his children—
Oh, yes, Mrs. Va Voom! Mr. Gazan is expecting you. He hasn't arrived as yet. But Marilyn Van Mansfield, his most popular starlet, is meeting with the press in his office. You can wait in there, if you like . . .
PRIVATE
Tell us, Miss Van Mansfield. Is there any truth to rumor that your "on-stage" romance with Rock Garden will lead to wedding bells "off-stage"?
PRESS
Are you crazy? Me—marry that creep?! Listen, boys, my romance with him is just part of the job!
*We kiss for the camera; We hug for the lens; When someone yells "cut"— Then our romance ends!
He calls me "My darling"; I call him "My dear"; What I'd love to call him Would puncture your ear!
Alone on the sound stage With lights in our eyes, I must follow what's in the book. But somewhere inside me A tiny voice cries, "Behold—and please take a look— Behold how I can't stand this schnook!"
Okay, boys! Meeting's over! Everybody out!
Hiya, King, baby!
*Sung to the tune of "We Kiss In A Shadow"
Bibi Va Voom! Howya been, Honey? This is "Sooky" Huntschalger, my head publicity man . . .
I'll be right with you, Bibi! First let me tell off this idiot starlet!
Marilyn, baby! How many times do I gotta tell you never to say anything like that to the Press! Sooky, here, broke his back to get them to swallow that romance yarn we cooked up between you and Rock Garden!
But, King! He's such a creep! He makes me feel uncomfortable when I go out with him!
I mean . . . his fingernails are longer than mine! And that perfume he wears . . .
4



Who cares! Women all over the country idolize the guy! To you he may be just a creep, but to me he's Big Box Office! Now you and your big mouth have killed the new picture I had planned for you and Rock to co-star in!
How do you like that dumb broad! Now I have to shelve a perfectly good script! I tell you, Sooky, she'll drive me nuts!
*She will not always say What we would have her say; Instead she'll up and say Something asinine!
The things she tells the press Don't bring us happiness; And what's the cause? One guess— Something asinine!
She says a thousand things, But she won't lie; And truth is something columnists Don't see eye to eye!
*Sung to the tune of "Something Wonderful"
I'd give her extra pay To shut her up each day But still she's sure to say Something asinine!
She's really not to blame; She's just a stupid dame; But she should learn this game Can be asinine!
Why do you have to shelve the script, King? My daughter, Zelda, could do the part!
Hmmm! She looks all right! What do you think, Sooky?
Could be, K. G.!
Okay, order Stage 7 ready for a screen test right away! I want to see it first thing in the morning!
CT 1, SCENE 3: THE NEXT MORNING . . .
For cryin' out loud, Bibi! What did you bring me? Another "Sex-Pot"! In your letter, you said Zelda was an "actress," et cetera . . . et cetera . . .
What are you getting so excited about, King, baby? There's always room for another glamor gal! Look at Liz Taylor!
You look! Every year she's nominated for the "Best Actress" award! It's not her figure they come to see, Bibi! Today, a gal needs "talent" to be a star and Zelda just doesn't have it! Remember, we're doing "arty" pictures in Hollywood these days! That's what the public wants! "Art"!
Art-shmart! Arty pictures will never make the money the old cornball stuff made, King! You think people have changed? Well, they haven't! Someday, you'll tell me I was right! Now you can find yourself another governess for your seven brats! I'm leaving . . . and I'm taking Zelda with me!


ACT 1, SCENE 4: LATER, IN A HOTEL ROOM . . .
I just can't get over that dumb cluck, Gazan! Why for two cents I'd—
I was thinking, Mother! Maybe Mr. King is right! Maybe I ought to go back to New York and study acting at the Actor's Studio! I mean . . .
*Shall I act? (Boom-boom-boom) Shall I kiss all my sex appeal good bye? Shall I act? (Boom-boom-boom) And give the Audrey Hepburn bit a try?
She ain't stacked! (Boom-boom-boom) But her talent is more than meets the eye!
*Sung to the tune of "Shall We Dance?"
Shall I dump Sally Rand—o And begin to act like Brando, And develop the place I've lacked?
Shall I start on a mission In the new Monroe tradition? Shall I act— Shall I act— Shall I act?
You can do what you want, Zelda! After all, you're 16 years old now! It's time you were on your own! Go back to New York and study acting if you think it will help. I still say . . .
*The secret of sweet success In landing a film contract Is wearing a tight-knit dress Which covers up the fact You can't act!
The people who look for art In movies today are rare; The average male clod's a guy Who doesn't really care You can't act!
*Sung to the tune of "I Whistle a Happy Tune" (Reprise)
ACT 2, SCENE 1: TWO YEARS LATER. THE HOLLYWOOD MANSION OF KING GAZAN:
Hello, Sooky! I got your message! It sounded urgent! What's wrong?
Glad you could come, Bibi! It's King! He's almost bankrupt! He's feeling pretty bad!
Serves him right! I told him there was no money in "arty" pictures! But, no! He thought the public had changed!
I know, Bibi! He's often mentioned how he should have listened to you! Go in and see him! He needs cheering up . . .


. . . and that's the story, Bibi! I'm down to my last ten grand! Guess I'll have to give up the business!
What for? Ten thousand is more than enough to make one of those sexy horror pictures that are so popular! Why not give one a try?
**SOME CAME RUNNING with John Scott Trotter, Eddie Cantor and Skip Homeier
Why not!? I've really got nothing to lose at this point! What do you say, Sooky . . .
*Shall we hack? (Boom-boom-boom) Shall we turn out the "Horrors" by the score? Shall we hack? (Boom-boom-boom) And present monsters never seen before?
HMM..
*Sung to the tune of "Shall We Dance?" (Reprise)
We'll make jack! (Boom-boom-boom) With our new "Class Z" pictures, And what's more—
We won't try to be "arty" And produce another "Marty"; Arty films don't end up in the black!
Not like one corny feature With "Godzilla" or "The Creature"!
Shall we hack— Shall we hack— Shall we hack?
WHAT DO YA WANNA DO TONIGHT, MARTY?
AHDONO.. WHAT DO YOU WANNA DO, ANGIE?
What about my daughter, Zelda? She'd be perfect for pictures like that! She's in New York . . .
Great idea! Call her up! Have her in my office tomorrow morning!
ACT 2, SCENE 2: KING GAZAN'S OFFICE THE NEXT MORNING . . .
Hi, cats!
We are not cats, young lady! But you are very definitely a DOG! Out of my office!
But . . . don't you recognize me?
Certainly! You're one of the extras we hired for the "Zombie" sequence! Report to Stage 2!



ACT 2, SCENE 3: THE PREMIERE OF "THE MARTIANS MEET FRANKENSTEIN"...



--THE BEST YEARS OF OUR LIVES with Michael Kidd, Robert Young, Victor Mature and Peter Graves



Antonio Prohias is a famous Cuban artist whose anti-Castro cartoons have appeared in such publications as Bohemia (largest circulation of any Spanish language magazine), the daily *Prensa Libre* (Free Press) *El Mundo,* and the Sunday *Oveja Negra* (Black Sheep). He has won the "Juan Gualberto Gomez" award (the equivalent of our Cartoon Society's "Ruben") six times. On May 1st, three days before Castro henchmen took over what remained of Cuba's free press, Prohias fled to N.Y. stone broke. Once here, he came directly to MAD. Among the things he showed us was this captivating cartoon-sequence of friendly rivalry called





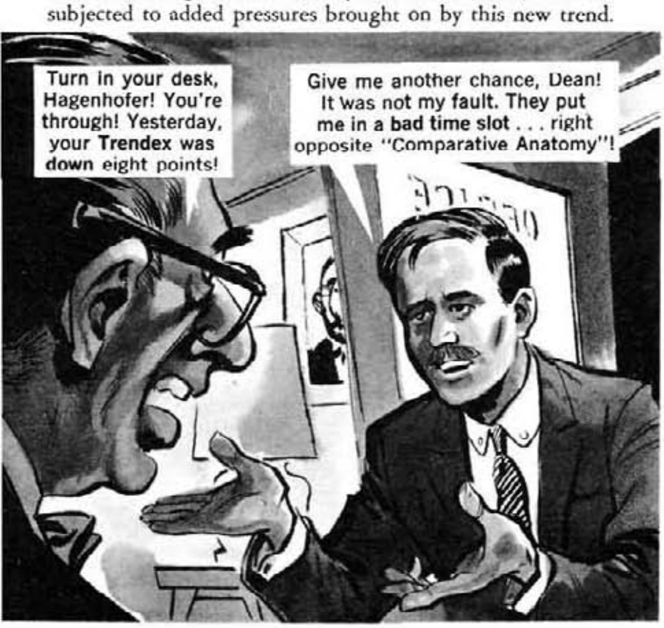
**THE KING AND I with
William Prince, Duke Ellington and Steve McQueen

MAGNA CUM LOUDER DEPT.

Recently, a large Eastern University announced that it was preparing a complete four-year college course . . . to be given entirely on television! Needless to say, this opens up all sorts of fascinating possibilities. It would mean that, instead of going all the way to school to fall asleep in a stuffy classroom, a student will be able to stay at home and fall asleep right in his own stuffy living room. It would mean a lot of other changes, too . . . and not necessarily for the better . . . as this next vital article will show. Here, then, is a MAD report on what lies ahead for the unsuspecting student who enrolls in



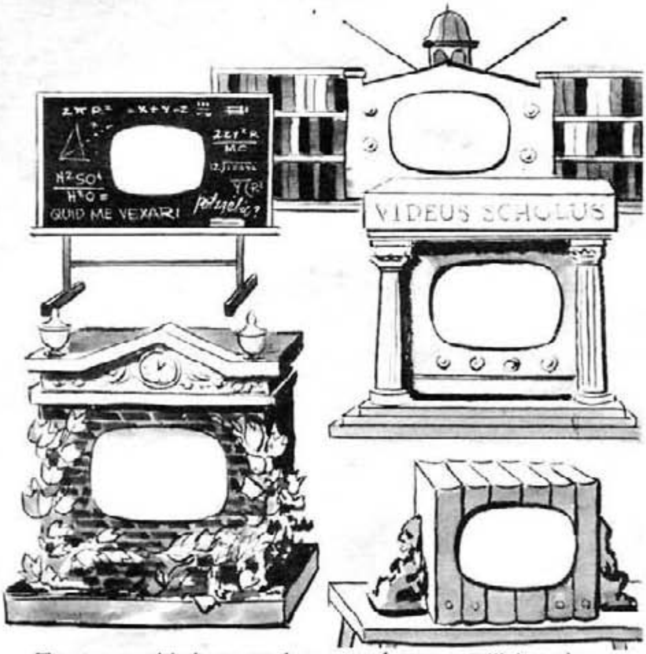
Teachers and professors (always an insecure lot) will be subjected to added pressures brought on by this new trend.



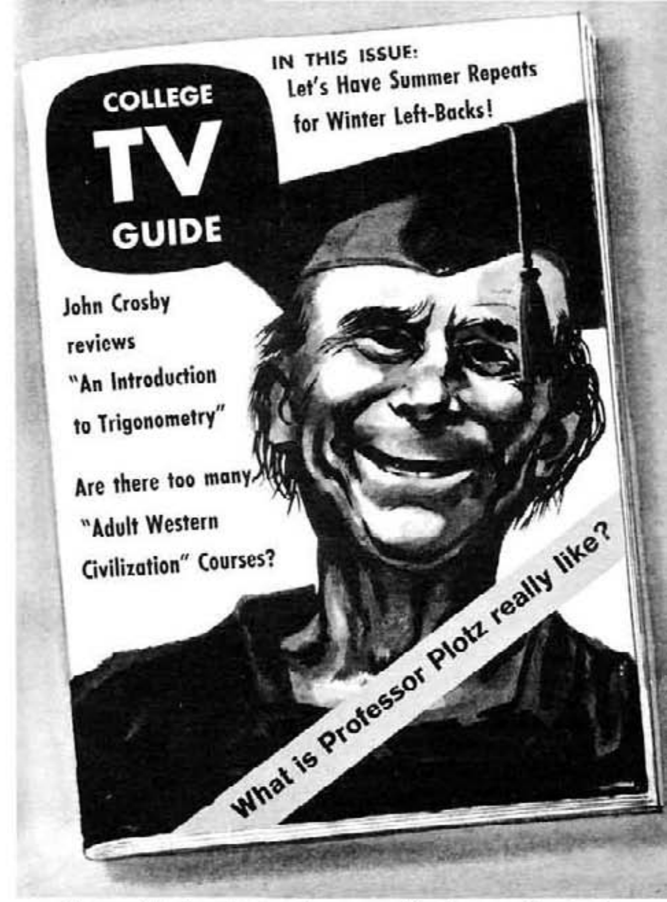
Eventually, our educators, in addition to their academic degrees, will get special training in acting and make-up.



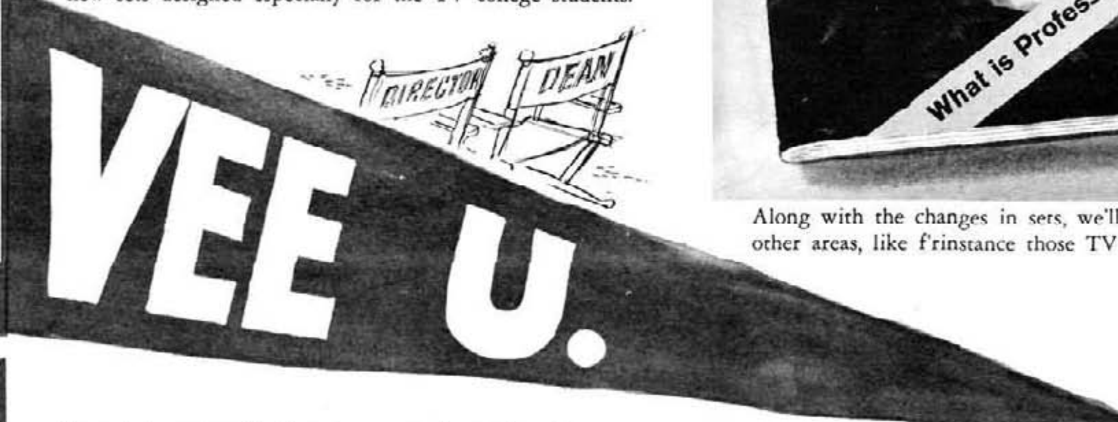
And that's only the beginning! Because as more and more colleges offer courses on TV, competition for home-screen students will



To capture this huge market, manufacturers will introduce new sets designed especially for the TV college students.



Along with the changes in sets, we'll also see changes in other areas, like f'rinstance those TV program magazines.



Since their work will take on new meaning, and much more importance, TV repairmen will have to dress accordingly.



For one thing, cutting classes will be a lot simpler than it used to be. All you'll have to do is pull out the plug.



increase. Little by little, TV college courses will be tailored to resemble the formats of shows that have succeeded in the past:

COLLEGE COURSE SUBJECTS WILL BE PRESENTED

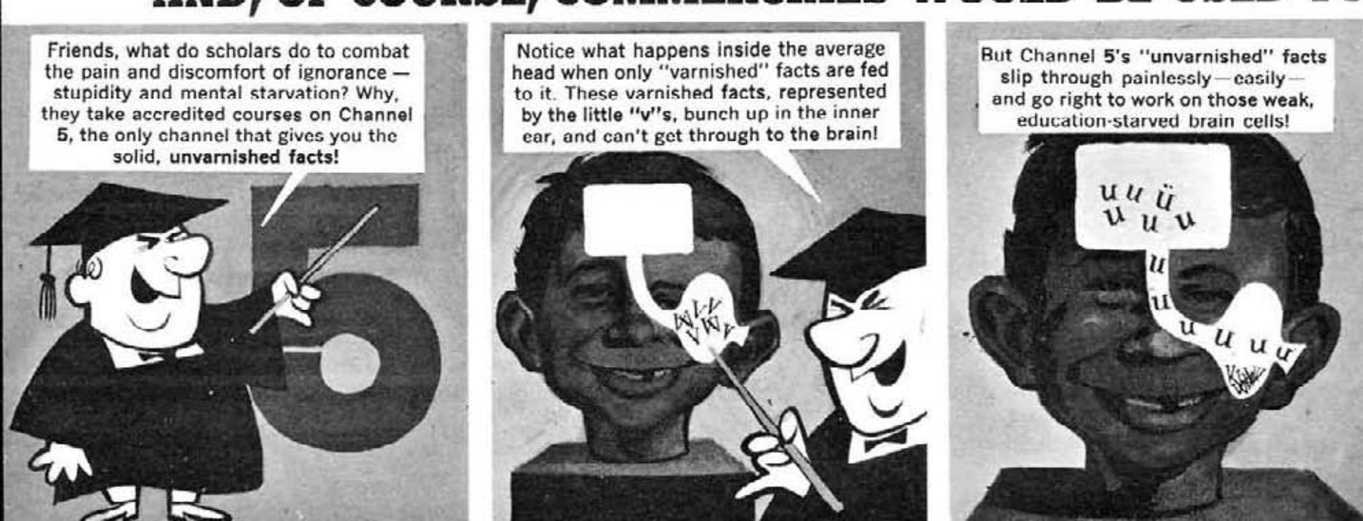
POLITICAL SCIENCE



ECONOMICS



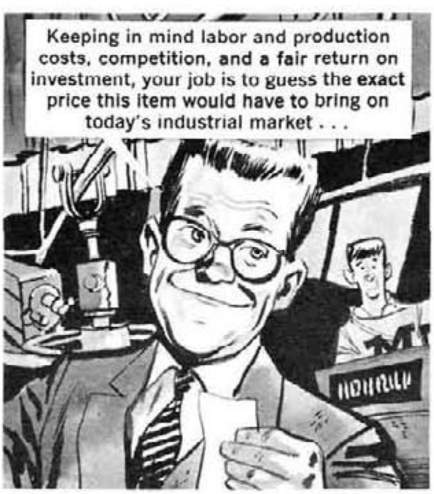
AND, OF COURSE, COMMERCIALS WOULD BE USED TO

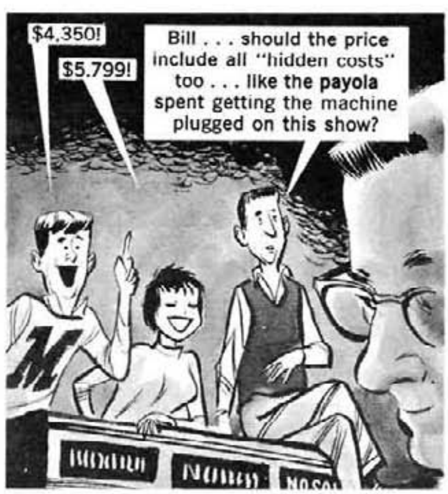


IN FAMILIAR TV FORMATS TO ATTRACT STUDENTS

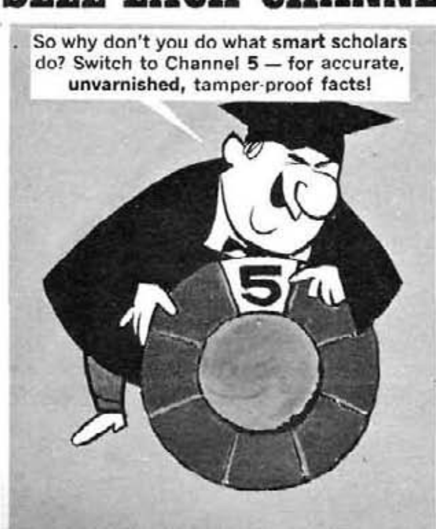


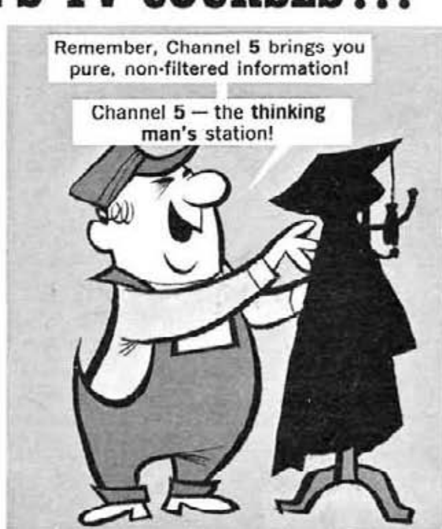




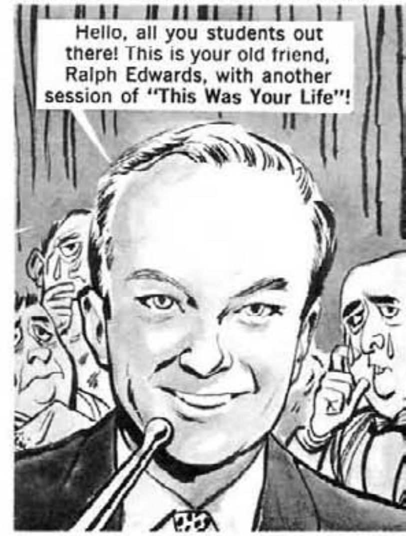


SELL EACH CHANNEL'S TV COURSES...

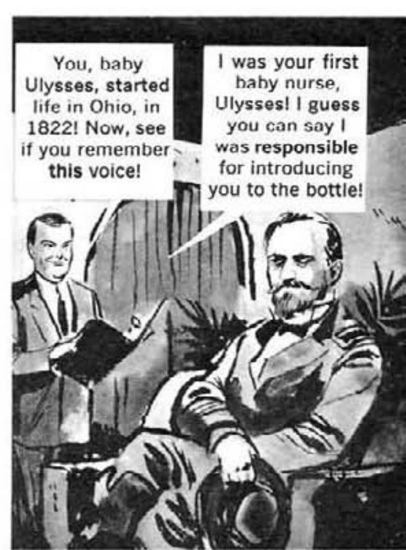




AMERICAN HISTORY

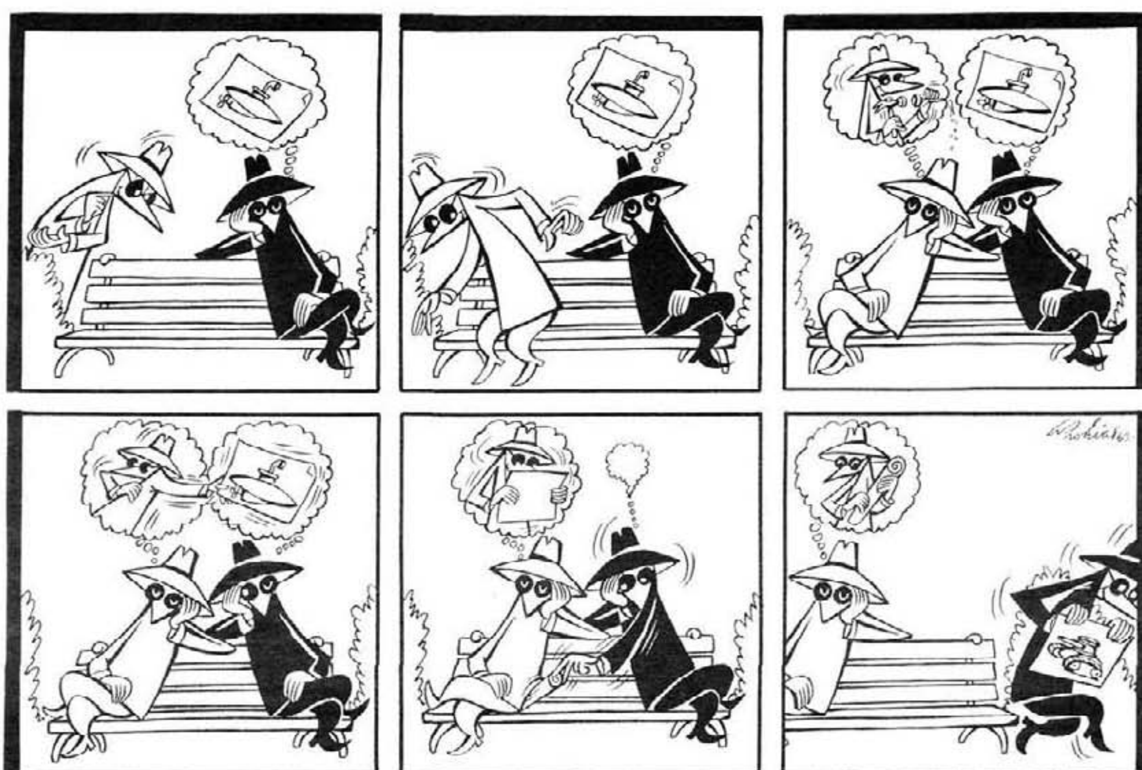






Here we go with another installment in that friendly rivalry between the man in black and the man in white, both of whom are dedicated to the "cause" of outwitting each other as —





**THE PRESIDENT'S LADY with Marie Wilson, Ann Harding, Edie Adams, Marilyn Monroe, Cathy Grant and Truman Capote

**THE SOLID GOLD CADILLAC with Glenn Ford, J. Carroll Naish, Elmo Lincoln and Mercedes McCambridge

IST DAS NICHT DER U. S. A.? DEPT.

**TREASURE OF SIERRA MADRE with Phil Silvers, Hermione Gingold and Buck Jones

When an American wants to visit Europe, he has dozens of Tourist guides to choose from. These books increase his urge to travel in Europe by telling him about all the marvelous places and things he can see there. But what about the European who wants to visit America? Shouldn't there be a book to increase his urge to travel in America by telling him about all the marvelous places and things he can see here? You're darn right there should! And maybe there is! But this one isn't it! Mainly because this happens to be MAD's version of . . .



ARTIST: JOE ORLANDO WRITER: FRANK JACOBS

VISITING NEW ENGLAND

A Little About The Area And The People

NEW ENGLAND is a wonderful place to visit. The natives here will welcome you with open arms, particularly if your English isn't too broken, and you don't look too European. However, these little faults will be quickly overlooked the minute you start spending money. The native New Englander is famous for his shrewd business dealings, which is fondly referred to in local jargon as "Yankee Trading", and commonly known in legal terms as "Swindling." Being very thrifty, the people believe in saving their money, and also saving their words, so do not feel offended if they seem suspicious and do not speak to you. The fact is they rarely even speak to each other, except to compare the arrival dates of their ancestors.



Vermont has no special style of cooking, as this typical meal of beef in maple syrup gravy, peas in maple syrup sauce, and fried maple syrup potatoes illustrates.

There are many picturesque farms dotting the New England countryside, where the principal agricultural product is stones. However, many of these farms have recently given way to another booming New England industry known as "Summer Camps", where the principal agricultural product is Unwanted City Kids. Among the chief industries in New England is the manufacturing of Authentic Antiques. Countless factories turn out thousands of old butter-churners, rocking chairs, and spinning wheels daily, which are sold in quaint Colonial Roadside Shops. New Englanders are proud of their quaint Colonial structures, which include Colonial Pizzerias, Colonial Gas Stations. The Textile Industry is also important here, although many Textile Mills have been relocating in the South in recent years, where the demand for white sheets is greater.

Boston Harbor, a mecca for fishermen, is rich with the flavor of its contribution to America's heritage.



One of the most interesting New England States is Massachusetts, birthplace of such famous Americans as John Adams, Paul Revere, James Russell Lowell, John Greenleaf Whittier and Sonny Tufts. Here, the largest sailing ship the world has ever known first landed: the 400,000 ton *Mayflower*. It had to be 400,000 tons to carry the ancestors of all the New Englanders who claim came over on it. The capital of the State is Boston, which is famous for banning this tourist guide.

The best time to visit New England is during the winter, when severe blizzards keep most of the people indoors.

Historical Landmarks And Places Of Interest

FOSDICK'S INN
West Stagmire, Vermont



Visitors to this old authentic Colonial Inn can spend the night in the only bed in all of New England where George Washington did not sleep.

LIZZIE BORDEN MEMORIAL MUSEUM
Fall River, Mass.



This famous New Englander and her historic feat is honored by exhibits that include the original axe with which she gave her father forty whacks.

ZEKE'S CROSSING
Rutabaga, Maine



Zeke will bet you $25 he can outrace you to the highway in his '29 Essex. After you win, he'll flash his badge and fine you $50 for speeding.

ANNUAL PEYTON PLACE FESTIVAL
Peyton Place, New Hampshire



Residents of this famous quaint New England Town hold an annual rally; high point of which comes when they hang Grace Metalious in effigy.

HANDY PHRASES:

1. Yep!
2. Nope!
3. Me'be!

DID YOU KNOW

that the Northern Maine, Central Vermont & Southern is America's oldest non-functioning railroad?



VISITING THE EAST

A Little About The Area And The People

THE EAST contains some of America's most beautiful and breathtaking scenery. Unfortunately, nearly all of it has been covered up by cities, suburbs, thruways and carbon monoxide. The people of the East lead very busy lives, and sometimes appear to be rude, boorish and ill-mannered. This is not true! You will find they actually *are* rude, boorish and ill-mannered. Easterners are always in a hurry. They are in a hurry to make lots of money so they can eventually move from their crowded cities to plots of land in quiet green fields. These quiet green fields are called cemeteries.

The East is the center of industry in America. Many large companies are located here. These companies are very proud of their workers. Once or twice a year, the workers parade up and down in front of their buildings to remind the companies of how important they are. The companies are so impressed by this that they spend millions of dollars to develop complex machines which can perform the workers' duties and give them more time to parade.



The largest Eastern city is New York. Here, you can visit Wall Street, where financial tycoons amass huge fortunes investing in America's growing economy. Here, you can also visit The Bowery, where these financial tycoons end up when the economy slips a little. New York is famous for its many amusements. One of the most popular is the famous year-round underground thrill ride known as The Subway. Each day, millions of fun-loving New Yorkers enjoy this wild race through smoke, fire and possible suffocation. Another popular amusement, which can be enjoyed free in many New York parks, is called Mugging. The official language of New York is English, except in Brooklyn, Greenwich Village and along Madison Avenue.

Other major Eastern cities are: Philadelphia, which disappears completely after 10 o'clock at night; and Washington, the Seat of Government. The Seat is where America's policy-making brains are located.

North of Washington are Gettysburg and Burning Tree, two important commuter stops.

Any season is a good time to visit the East, chiefly because the people are so engrossed in making money that your arrival will make no difference whatsoever.

Washington's Smithsonian Institute enshrines America's inventive genius. Exhibits include Bell's first telephone, which revolutionized communications, Whitney's first cotton gin, which revolutionized agriculture, and Ford's first Edsel, which revolted almost everybody.

Historical Landmarks And Places Of Interest

THE CRADLE OF LIBERTY
Philadelphia, Penna.



This treasured American memento features the famous crack which caused Elvis Liberty, Rock 'n Roll star, to fall out on his head as a baby.

FRANKY'S TAVERN
New York City



Rear booth contains phone no. of local favorite, Zelda Wowee, scribbled on wall. Zelda has ranked as the area's top tourist attraction since 1944.

MURDERLAND, U.S.A.
The Bronx, New York



New panoramic amusement park honoring America's glorious past. Visitors help Al Capone rub out a rival gang, aid Dillinger in bloody bank hold-up, finally end tour being machine-gunned by G-Men. Real history, real thrills, real bullets!

HANDY PHRASES:

1. Gedadahere!
2. Ahhshaddup!
3. Gwananscram!

DID YOU KNOW

that if all the New York City commuters were piled one on top of each other, they'd be taking their usual trip home?



VISITING THE SOUTH

A Little About The Area And The People

THE MOMENT YOU enter the South, you will find yourself suddenly transported into a more relaxed way of life. Southerners believe in taking it easy. In Tennessee, you will see leisure-loving mountain folk hardly move as they take careful aim and fire at U.S. Revenue Agents. In Georgia, you will see leisure-loving factory owners hardly move as they take careful aim and fire at Northern Labor Organizers. And in Florida, you will see leisure-loving land owners hardly move as they take careful aim and fire at Miami Beach.

The South is an area of picturesque beauty. In South Carolina, a hunter whistles softly to his faithful old bloodhound as he sets out to retrieve his favorite quarry, an escaped convict. In Mississippi, a cotton picker whistles softly to his faithful young wife outside her little red schoolhouse, as he waits to carry her books home.



Scenic farms, nestled far up in Southern hills, reflect quiet, industrious life of the people. Husband and wife work side by side to make "togetherness" a living word.

Southern hospitality is world-famous. Sprawling plantations feature stately old homes where visitors are welcomed by stately old Colonels. As soon as you enter one of these mansions and hear the strains of "Dixie" being piped through the Muzak speaker in the front hall, you will fall under the spell of Southern Aristocracy. After a sumptuous dinner of grits and possum, you may even be asked to join the men in the library as they smoke cigars and plot The Second Confederacy. You may even hear the famous slogan, "If at first you don't secede, try, try again!"

Actually, the idea that Southern Aristocrats live in the past is absurd. Southern factories boast the finest in modern equipment. A recent study shows that 7 out of 10 Alabama cotton mills have installed electric fans to cool off workers who have to lift those 500 pound bales by hand. And the Acme Mint Julep Bottling works in Biloxi recently became the 100th Southern firm to institute a 40-hour week for its workers under twelve years of age.

The best time to visit the South is when stars shine on Alabama, because nothing can be finer than to be in Carolina in the morning.

Historical Landmarks And Places Of Interest

THE IRVING TALMADGE MEMORIAL BRIDGE
Macon, Georgia



The Irving Talmadge Memorial Bridge boasts the largest suspension span of any bridge in the South over dry land. Its toll booths are famous for accepting only Confederate money.

THE YAZOO RIVER STATE PARK
Yazoo, Mississippi



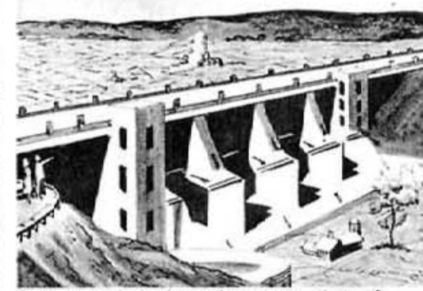
This famous State Park, where Phil Harris's birthday is celebrated annually, is situated where the Yazoo River, when seen from the air, forms an outline of Erskine Caldwell's head.

VICKSBURG BATTLEGROUND
Mississippi



Tourists can explore site of famous Battle of Vicksburg, where 41 Civil War historians lost their lives in May, 1955 while arguing over length of General Lee's beard. Textbooks and Phi Beta Kappa keys still litter battlefield.

THE BEAUREGARD VALLEY AUTHORITY
Beauregard, Tennessee



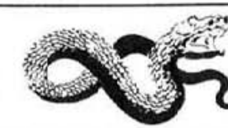
Built to harness the raging waters of the 9-mile-long Beauregard River, The BVA includes 28 dams and 15 hydro-electric plants. It was finished in 1947, only 1 week after the river ran dry and Senator Beauregard was impeached.

HANDY PHRASES:

1. Y'awlll!
2. Awshoot!
3. Damyankee!

DID YOU KNOW

that the bite of the Georgia Cottonmouth does not kill you; it's his bad breath?



VISITING THE MIDWEST

A Little About The Area And The People



Midwestern winters are beautiful, with snows piled high on rooftops. Picture shows horse hitched to church steeple.



Chicago, Ill: On State Street, that great street, we just wanna say, they do things they don't do on Broadway!

IF YOU WANT to enjoy the beauties of spectacular mountain ranges, great expanses of forests, and breathtaking rock formations, then we suggest you skip the Midwest and go on to the next section. However, if you want to get to the heart of America, then you should go to to the Midwest. Because it's just about in the center of the country.

There are many rivers in the Midwest, foremost of which are the Mississippi, the Missouri, the Ohio, and the Potrzebie Mill Creek. Once a year these rivers overflow their banks, causing a great deal of damage to life and property, and a great deal of discussion about dams, watersheds, flood control and other projects. But after a while, the rivers recede, and so do these discussions. There is also a great deal of discussion throughout the Midwest about price supports for the farmers. The Government would like to end these price supports, but it doesn't. Because such a move would result in farm foreclosures, starvation, and several dozen Congressmen being defeated for re-election.

The largest city in the Midwest is Chicago, which was made famous by Carl Sandburg, notorious by Al Capone, and unlivable by the Stockyards. Other important centers are Milwaukee, which was made famous by Schlitz, and Dodge City, which was made famous by CBS.

In Midwestern cities, there are many fine stores and shops, most of which rely on the trade of the farmer. The farmer usually comes into town to inspect the merchandise being offered by these stores. Then he orders what he likes from Mail-Order houses in the East.

The people of the Midwest are descendants of pioneer settlers who headed West in covered wagons and didn't quite make it all the way.

When to visit the Midwest is a tough problem. Neither Winter (blizzards) nor Spring (flash floods) nor Summer (dust storms and drought) nor Fall (the football season) provides a pleasant climate for the overseas visitor. If you must visit the Midwest, we suggest the evening of Sept. 3rd, between 6 and 8 P.M.

Historical Landmarks And Places Of Interest

COUNCIL ROCK NATIONAL MONUMENT
Council Rock, Iowa



Site commemorates famed Arrowhead Council of 1871 between the Shanook and Kywawa Tribes. Meeting was called in order to end scalping of travelers passing through territory, resulted in establishment of the first Suggested Retail Souvenir Price Agreement ever made in the U.S.

MT. RUSHLESS MEMORIAL
Mt. Rushless, N. D.



Located 11 miles south of famed Mt. Rushmore, this 1936 WPA project towers 37 feet above the Dakota badlands, and features some badly sculptured likenesses of Warren G. Harding, U. S. Grant, Millard Fillmore, and a fourth obscure President nobody seems to recognize.

ANNUAL FARM PARITY JAMBOREE
Whistlestop, Kansas



Local farmers and families gather each year at this gala Picnic-Rally to protest lowering of price supports. At height of festivities, they hang Sec. of Agr. Ezra Taft Benson in effigy.

MISSOURI STATE INSECT MUSEUM
Joplin, Missouri



Known to be one of the largest, most complete collection of insects in the U.S., with four thousand specimens, all of which were scraped from windshields of cars driving through state.

HANDY PHRASES:

1. Sooooooeee!
2. Here, pig
3. Pig, pig, pig!

DID YOU KNOW

that groundhogs are held sacred by the residents of Carbondale, Ill.?



VISITING THE WEST

A Little About The Area And The People



Nothing is as impressive as a Western sunset, when a brilliant fireball casts an orange glow on a breathtaking cloud formation like this one at Yucca Flats.

THE WEST is wealthy with scenic treasures. It is here that Mother Nature has taken her magic brush and painted a land of majestic mountains, towering waterfalls, and breathtaking mesas. With a master-sculptor's skill, she has carved out a wonderland of forest, rock and water. The only trouble is: nobody seems to want to live here! This is probably due to the limited job opportunities available. After all, how many American parents want to raise their sons to be National Park Rangers?

The overseas traveler can choose any of a hundred different methods to tour the West. If he goes by car it is suggested that he select one of the paved roads, both of which will be completed by the Spring of '63. By train, of course, is the most picturesque way to see the West, but be sure to bring along a cushion. Riding a mule train can get pretty uncomfortable. Air travel, although more expensive, affords the added convenience and thrill of landing at many remote, scenic Western areas, like the sides of mountains.

The people of the West welcome tourists, this being the only way they get news from the outside world. Family ties are strong here, particularly among ranchers. When a rancher gets old, he follows the traditional pattern of passing ownership of the ranch to his eldest son. The younger son then has the traditional choice of working for his elder brother, or burning down the ranch. The principle industries of the West include: building ghost towns for TV and Hollywood movies, and selling phony uranium and oil stock. The West is pretty wild, and since we'd rather not have any international incidents, we advise that you travel on to the Pacific Coast while you're still in one piece. But if you insist upon seeing it, the best time to visit the West is when the natives are home on the Range.



Las Vegas is rapidly becoming America's busiest playground, as this photo taken at height of 4:00 AM rush hour attests.

Historical Landmarks And Places Of Interest

SITE OF CUSTER'S LAST STAND
Phoenix, Arizona



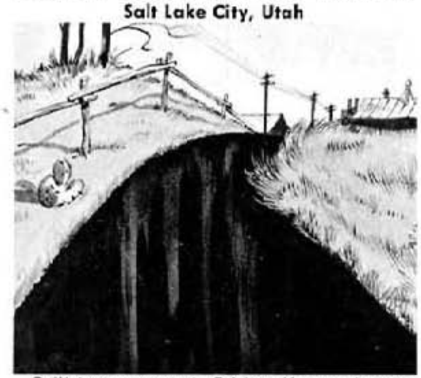
This historic landmark is the site of Custer's famous "Last Stand". Once the owner of a whole chain of Hot Dog stands throughout the West, Irv Custer lost this last one in a crap game.

OTTO'S AUTOMOTIVE MUSEUM
Otto's Gas Station, Wyoming



This unusual automotive museum, located near Cheyenne, contains a collection of more than 50,000 gas caps which Otto has neglected to put back on car tanks over the past 25 years.

BRIGHAM YOUNG MEMORIAL HIGHWAY
Salt Lake City, Utah



Built to commemorate Brigham Young, who once was married to 17 wives, this modern concrete single-lane highway is, appropriately enough, the shortest direct route west to Reno, Nevada.

ATOM SCIENTISTS SUPERMARKET
Los Alamos, New Mexico



At this amazing supermarket, overseas visitors will find fabulous bargains in these recently fired atomic scientists, some of whom are only slightly radioactive, and should glow a while.

HANDY PHRASES:
1. Reach!
2. Dance!
3. Vamoose!

DID YOU KNOW
that cowboys talk dirty?



VISITING THE PACIFIC COAST

A Little About The Area And The People

THE PACIFIC COAST is divided into two major sections: Washington, Oregon, and California in the north, and Los Angeles in the south. The northern part features rugged, wild scenic attractions such as Mt. Ranier, Crater Lake, Yosemite National Park and Senator Wayne Morse. This is the area that has given America its two oldest and most durable living things—the giant redwood trees, and Bing Crosby.

The southern section, Los Angeles, is bounded by the Pacific Ocean on the west, San Francisco on the north, Las Vegas on the east, and Smog on the south. The government is a Constitutional Monarchy, headed by Frank Sinatra. The overseas tourist will enjoy participating in the traffic fatalities at Hollywood and Vine, being mistaken for a waiter at the Brown Derby Restaurant, and strolling across the mined front lawns of movie stars homes in Beverly Hills.



Californians are enthusiastic proponents of the life of leisure, and equip their homes with the necessities for gracious living, like barbecues, swimming pools, patios, and producing oil wells.

No visitor should miss the annual Hollywood Divorce Festival, staged by the Academy of Motion Picture Arts and Sciences, and featuring Jerry Geisler. This hilarious spectacular lasts from January to December.

The people of the Pacific Coast are cut off from the rest of the U.S. by the Rocky Mountains. This geographic isolation causes the inhabitants to believe they are in another world. And they act and dress accordingly. Sun glasses, long cigarette holders, tight sweaters and form-fitting leotards is the accepted attire, for both men and women. The young people of the area are sport-minded, but are usually off the streets before dark. They can then be found in the numerous parking spots around, resuming their sport. An important industry of the section caters to the old people who come there from all over the U.S. This industry is known as Pinelawn Cemetery.

The best time to visit the Pacific Coast is on Mondays or Tuesdays because the weekends, which begin on Wednesday and last through Sunday, are quite hectic and should be avoided in the interest of mental health.

Motorists often stop to marvel at the majestic beauty of Washington State's rich timberlands.



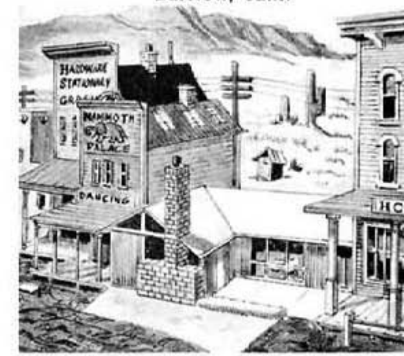
Historical Landmarks And Places Of Interest

THE MONASTERY OF THE HAWKS
Escondido, Calif.



Famous among bird lovers, this Monastery has become the favorite nesting place of the rare North American Swallow Hawk, which may be due to its location 2 miles South of Capistrano.

THE OLD WESSEL HOMESTEAD
Barstow, Calif.



This modern ranch house, which stands out from its neighboring structures, has been a tourist mecca ever since Melvin Wessel refused to let them tear it down to build the "High Noon" set.

THE HOLLYWOOD BOWL
Hollywood, Calif.



This immense cultural and artistic center is a favorite of the natives. However, music lovers will do well to avoid it at all costs since it contains 71 alleys and the noise is deafening.

THE JACK BENNY MONUMENT
Fenwick Hotel, Palm Springs, Calif.



Erected by an amazed Palm Springs Chamber of Commerce, the statue and plaque mark the only spot in the U.S. where the 39-year-old star failed to argue over the size of a hotel bill.

HANDY PHRASES:

1. Dahling!
2. Fahbulous!
3. Alimony!

DID YOU KNOW that Disneyland has more comfort stations than Latvia?



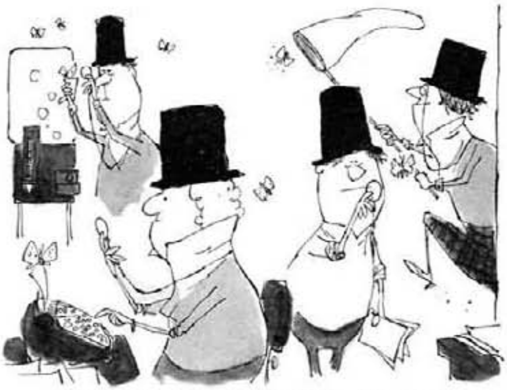
INSIDE-OUCH DEPT.

**MR. BLANDINGS BUILDS HIS DREAM HOUSE with James Mason, Christopher Plummer and John Derek

Have you ever wondered what the people are like . . . we mean what the people are *really* like who plan TV shows, and run ad campaigns, and turn out magazines, and make other great contributions to the culture of our country. Well, here is your chance to find out at last, as the Editors bring you

A MAD PEEK BEHIND

ARTIST: PAUL COKER, JR.



THE STAFF OF "NEW YORKER" MAGAZINE



A ROCK 'N ROLL COMPOSER



TALENT SCOUTS FOR THE MUSEUM OF MODERN ART



IN THE BLOCK HOUSE AT CAPE CANAVERAL



SHOOTING A "RAID" TV COMMERCIAL



DR. SPOCK AT HOME

**ON THE BEACH with
Tommy Sands, Maria Schell, Dinah Shore and George Raft



THE SCENES

WRITER: PHIL HAHN



A COFFEE BREAK AT A COMIC STRIP SYNDICATE



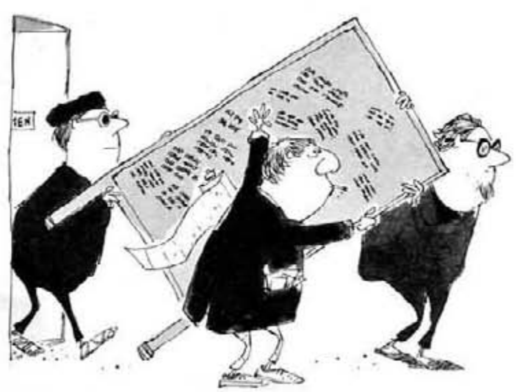
THE AGENCY WHICH HAS THE "MR. CLEAN" ACCOUNT



THE PILOTS' LOUNGE AT IDLEWILD AIRPORT



A FOREIGN POLICY PLANNING SESSION AT THE STATE DEPT.



COLLECTING MATERIAL FOR AN AVANT GARDE POETRY MAGAZINE



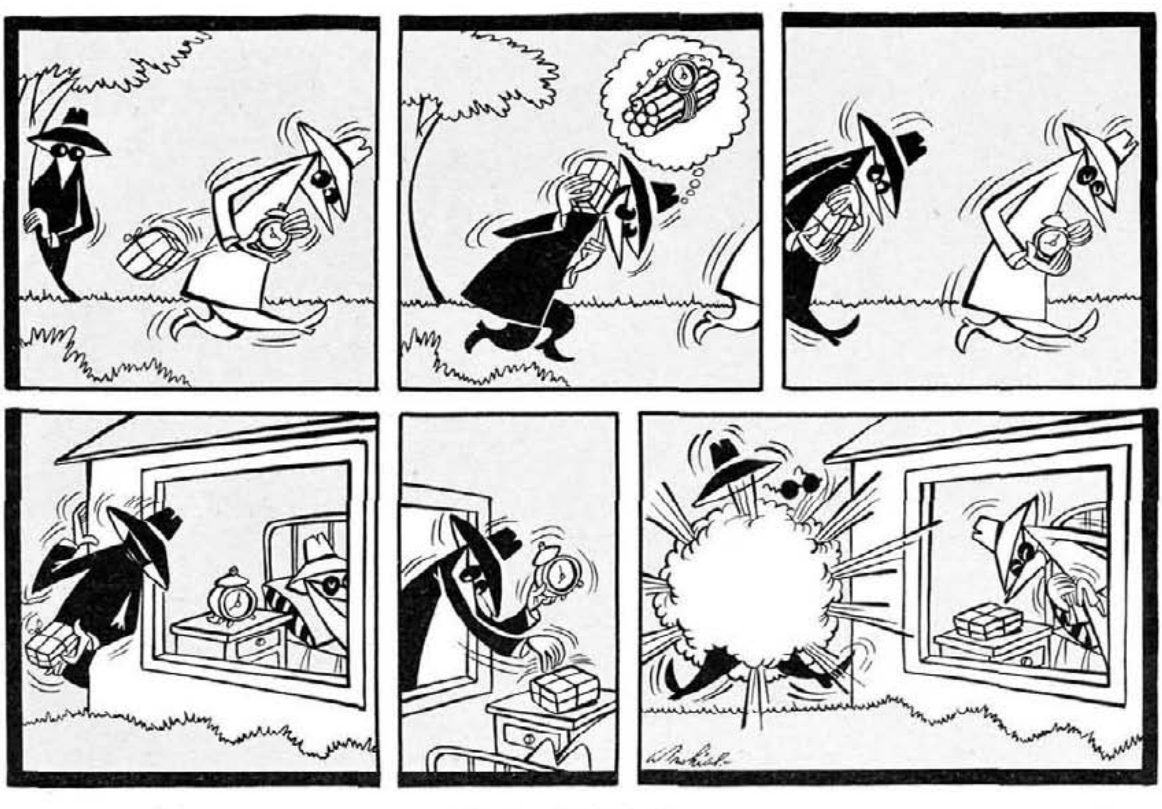
A BRAINSTORMING SESSION AT "MAD"

JOKE AND DAGGER DEPT.

Once again, let's take a look at the insidious plots being hatched in the rivalry between



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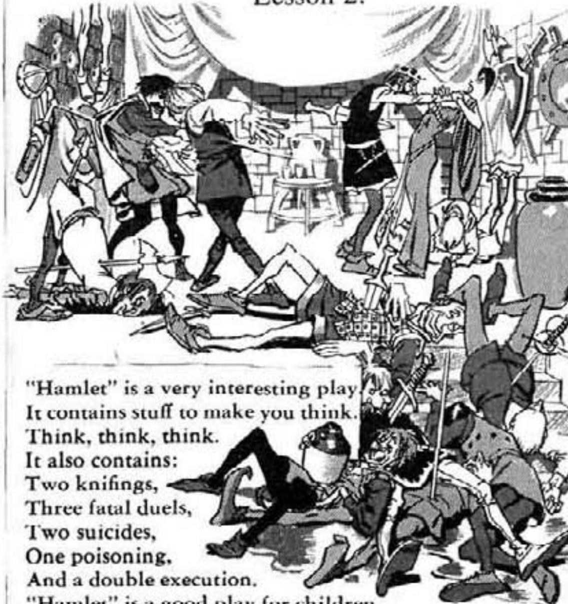
**THE PAINTED DESERT with
Joe E. Brown, Ben Blue, Martyn Green, Virginia Grey and Eugene Palette

HAMLET
Lesson 1.



See the man.
His name is "Hamlet".
He is the hero of the play.
The play is named after him.
It is called "Hamlet".
That figures!
It is lucky Hamlet had such an elegant name.
Can you imagine a Shakespeare play named "Rock"?
Or "Tab"?
Hamlet says, "Something is rotten in the State of Denmark!"
Rotten, rotten, rotten.
That also figures.
They didn't have deep freezers in those days!

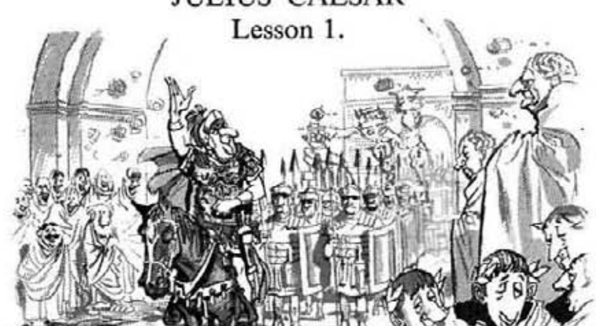
HAMLET
Lesson 2.



"Hamlet" is a very interesting play.
It contains stuff to make you think.
Think, think, think.
It also contains:
Two knifings,
Three fatal duels,
Two suicides,
One poisoning,
And a double execution.
"Hamlet" is a good play for children.
It is much better than watching violent TV programs.
It is much better than reading violent comic books.
Because it is more violent than TV and comic books put together!

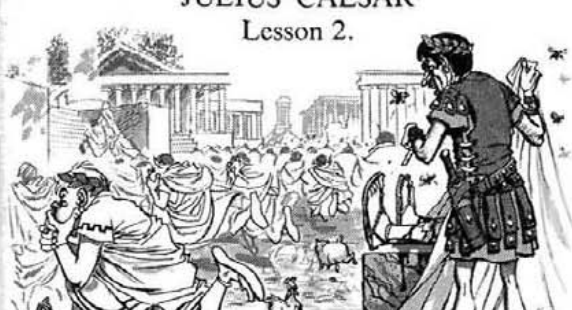
**AWAY ALL BOATS with Henry Hull, Howard Keel, Robert Stack and Clara Bow

JULIUS CAESAR
Lesson 1.



See the mighty Caesar.
See Julius, the conquering General!
See Caesar, the invincible Emperor!
See, see, see!
Better look quick, though.
This may be your last chance.
Tomorrow, Caesar will be dead as a mackerel.
Some of the Senators will stab him in the Forum.
Also in the Duodenum, Esophagus, and Belly.
Stab, stab, stab.
Tough bananas, Julius.
That's what you get for going into politics!

JULIUS CAESAR
Lesson 2.



See Julius's friend, Marc Antony.
Marc Antony is running for Emperor now.
He is making a speech at Julius's funeral.
Which can be even more sickening than kissing babies.
When Marc Antony wins, he and his friends will have orgies.
Whee, whee, whee!
They will eat candied humming birds' wings.
Yum, yum, smack!
And drink lots of wine.
Glugg, glugg, hic.!
And after dinner, they'll throw people to the lions.
Growl, growl, urrp!
People really knew how to live in those days!

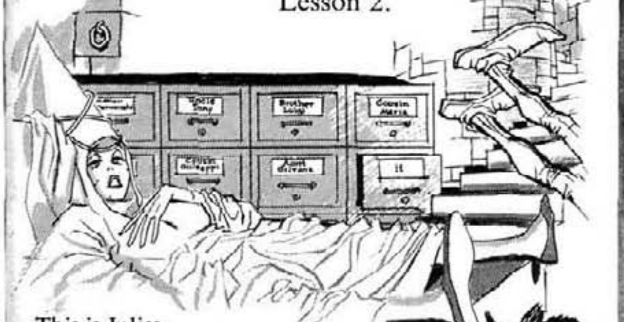


ROMEO AND JULIET
Lesson 1.



See the teenager.
His name is Romeo.
He is climbing Juliet's trellis.
Climb, climb, climb.
Why is Romeo climbing Juliet's trellis?
That's how teenagers smooched in those days.
Which explains the gym bloomers.
After all, you can't go around climbing trellises
in your street clothes.
Today, Romeo would use the stairs.
Or better still, park out front and honk.
Honk, honk, honk.
He certainly wouldn't climb Juliet's trellis.
He'd be arrested as a juvenile delinquent.

ROMEO AND JULIET
Lesson 2.



This is Juliet.
She wants to marry Romeo.
Silly gym bloomers and all.
Which explains the dunce cap.
But Juliet's daddy has forbidden the marriage.
Forbid, forbid, forbid.
This has made Juliet very sad.
She has been very quiet ever since.
Quiet, *quiet, quiet.*
Juliet has always been a quiet girl.
But not *this* quiet.
Why is Juliet so quiet?
Because she has committed suicide.
Too bad, Juliet.
You should have been born 400 years later.
Then you could have gotten married.
LIFE Magazine would have helped you elope!

NO HOLDS BARD DEPT.

**IT'S ALWAYS FAIR WEATHER with Barbara Hale, Gail Storm and Claude Rains

"Why don't kids read the classics anymore?" MAD submitted this question to ten of our top Educators in order to find out. Unfortunately, nine of them ignored us completely. However, the tenth submitted a 14 page treatise that probed deeply into the reasons. But we couldn't understand all them big words he used, so we decided to answer our own questions ourselves: the reason kids don't read the classics anymore is because they're not properly introduced to them at an early age. Why not start youngsters off with simplified versions of the classics, like f'rinstance these, in...

THE MAD SHAKESPEARE PRIMER

ARTIST: WALLACE WOOD   WRITER: PHIL HAHN

MACBETH
Lesson 1.



See the witches stir.
Stir, stir, stir.
What are the witches stirring?
They are stirring up trouble.
The trouble is for Macbeth.
Surprise, Macbeth!
The witches tell Macbeth he will be King.
Macbeth does not want to be King.
Macbeth just wants to be Thane of Cawdor.
Whatever-in-heck that is!
But Mrs. Macbeth wants him to be King.
Wants, wants, wants.
You know the type.
Pushy!

MACBETH
Lesson 2.



See the lady.
She is Mrs. Macbeth.
She is washing her hands.
Because her hands are all bloodstained.
Ecch, ecch, ecch!
She has just helped Macbeth kill the King.
Why did Mrs. Macbeth help Macbeth kill the King?
Because the Macbeths always do everything together!
Togetherness, togetherness, togetherness.
"Out, damned spot!" says Mrs. Macbeth.
Mrs. Macbeth has dirty hands, all right.
She also has a dirty mouth!

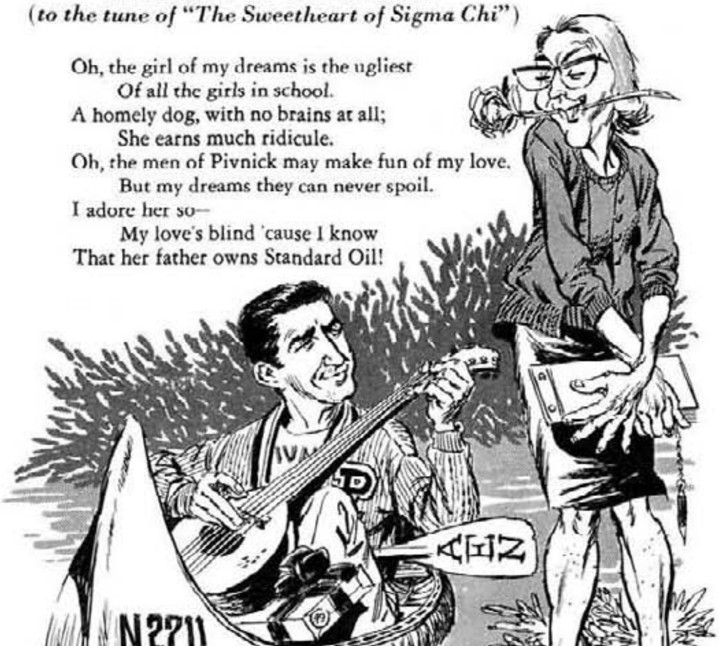
their schools, their team, or their fellow students for that matter. So, for all of these long-frustrated men and women who have been aching to let their schools know what they *really* think of them, here are . . .

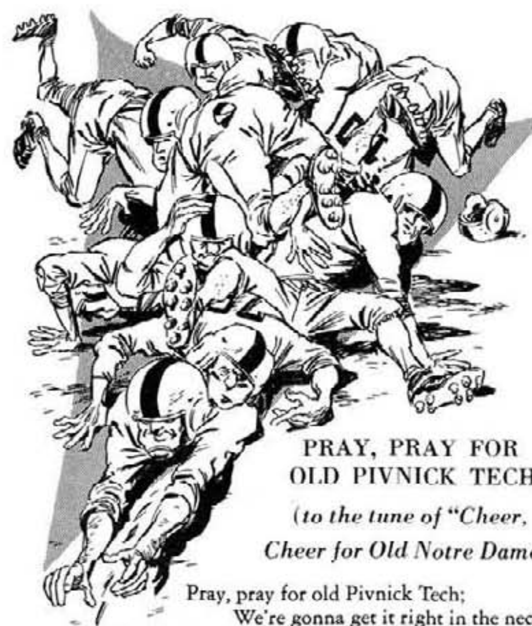
NGS AND CHEERS
TISTS AND COWARDS

WRITER: LARRY SIEGEL

THE GIRL OF MY DREAMS
(to the tune of "The Sweetheart of Sigma Chi")

Oh, the girl of my dreams is the ugliest
Of all the girls in school.
A homely dog, with no brains at all;
She earns much ridicule.
Oh, the men of Pivnick may make fun of my love.
But my dreams they can never spoil.
I adore her so—
My love's blind 'cause I know
That her father owns Standard Oil!





PRAY, PRAY FOR OLD PIVNICK TECH
(to the tune of "Cheer, Cheer for Old Notre Dame")

Pray, pray for old Pivnick Tech;
We're gonna get it right in the neck!
Send a sound of Taps on high,
As our whole team lays down to die!
What though the odds may be great or small,
Old Pivnick Tech will fumble the ball,
While her undergrads get sick and
Transfer to U.S.C.!

DIG A HOLE, OLD PIVNICK
(to the tune of "Buckle Down, Winsocki")

Dig a hole, old Pivnick, dig a hole;
When the foe comes, Pivnick, better dig a hole.
If you dig it deep, and inside you leap,
Then you'll never weep if you will only dig a hole.

They look tough, old Pivnick, they look tough;
And they're rough, old Pivnick, oh, they're very rough.
They are here to win, and to smash your chin,
But they can't begin if you will only dig a hole.

If you dig, you'll chuckle and retreat (and retreat)
If you dig, go 18,000 feet (thousand feet)!

Dig to China, Pivnick, all the way;
Hit Hong Kong, old Pivnick, and you'll save the day.
If you stay alert, if you hide in dirt,
Then you won't get hurt if you will only dig a hole!



But let's face facts, gang! Very few schools have great football teams. And very few football teams have great schools. And in fact, there's a whole bunch of students going to college these days who can't stand

MAD'S COLLEGE SO
FOR TRAITORS, DEFEA

ARTIST: GEORGE WOODBRIDGE



THE HUNDRED-PROOF SONG
(to the tune of "The Whiffenpoof Song")

From our college, dear old Pivnick,
Where our educators dwell,
To the dear old dirty bar
We love so well—

Come the Hundred-Proofs assembled
With their glasses raised on high,
While our text books burn in flames
That cast a spell.

We are wealthy young snobs
Who drink when we please—
Gulp! Glurg! Ecch!

We are rich little sots
With advanced D.T.'s—
Slop! Slurp! Yecchh!

Wastrel students spending Dad's dough
On kegs of Schlitz and fifths of Old Crow—
Earning the grades we deserve, we know:
"F"—"F"—"F"!



ALMA MATER SONG
(to the tune of "Far Above Cayuga's Waters")

Our instructors here are starving;
Our school is a wreck.
We need brains to match the Russians;
Help save Pivnick Tech!

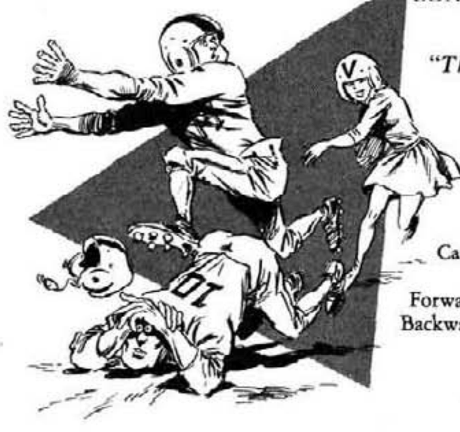
Our Alumni rush to campus,
Armed with pen and check,
To give athletes more payola
Here at Pivnick Tech.

How can we develop brains to
Match the Reds, by heck?
Ours are scattered o'er the playing
Fields of Pivnick Tech.

THE "WE WANT A TOUCHDOWN" CHEER

We want a touchdown!
We want a touchdown!
We're gonna get one!
We're gonna get one!
When hell freezes over!
When hell freezes over!
Quit, team, quit!





SONS OF GOLD AND YELLOW
(to the tune of "The Song of the Vagabonds")

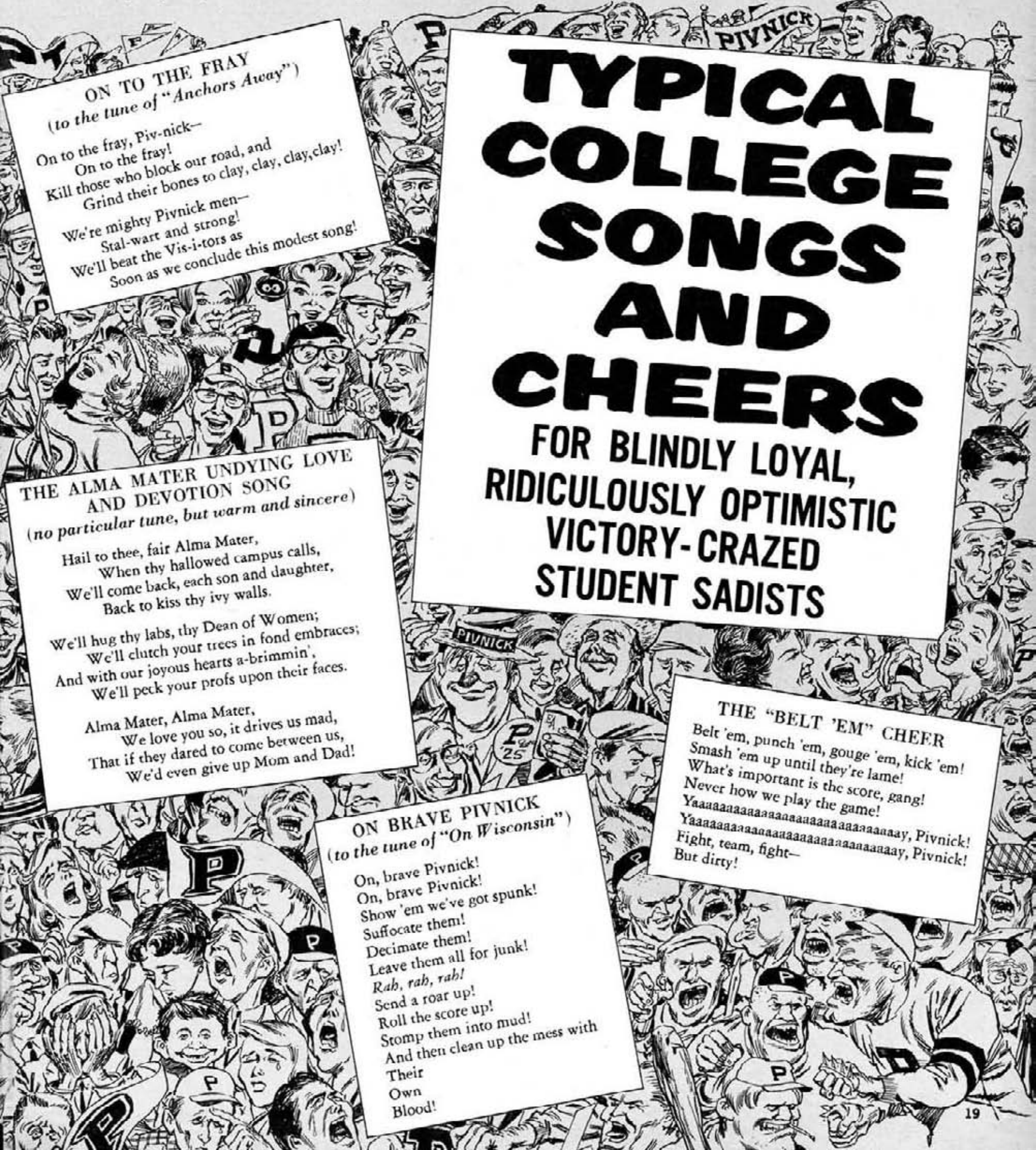
Sons of Gold and Yellow;
Will the other fellow
Take from us a victory?
Yes! Yes! Yes!
Hear our cowards chorus;
How our foes adore us
Cause we're frightened constantly!

Forward, forward, comes the mighty foe;
Backward, backward, the other way we go!

Sons of Gold and Yellow,
Our blood's made of Jell-o;
We fear Vassar's Varsity!

RAH! RAH! BLACK SHEEP DEPT.

After listening to hundreds of college songs which pledge an undying loyalty and eternal victory to Alma Mater . . . and after hearing hundreds of cheers urging the team to "Hit 'em again, Harder!" as an opposing player is carried off the field writhing in pain, we have come to an important conclusion . . . namely, that people who write, sing and yell these songs and cheers are super-loyal to their schools, incorrigibly optimistic and quite obviously sick. For example, here are some . . .



TYPICAL COLLEGE SONGS AND CHEERS

FOR BLINDLY LOYAL, RIDICULOUSLY OPTIMISTIC VICTORY-CRAZED STUDENT SADISTS

ON TO THE FRAY
(to the tune of "Anchors Away")

On to the fray, Piv-nick–
On to the fray!
Kill those who block our road, and
Grind their bones to clay, clay, clay, clay!
We're mighty Pivnick men–
Stal-wart and strong!
We'll beat the Vis-i-tors as
Soon as we conclude this modest song!

THE ALMA MATER UNDYING LOVE AND DEVOTION SONG
(no particular tune, but warm and sincere)

Hail to thee, fair Alma Mater,
When thy hallowed campus calls,
We'll come back, each son and daughter,
Back to kiss thy ivy walls.

We'll hug thy labs, thy Dean of Women;
We'll clutch your trees in fond embraces;
And with our joyous hearts a-brimmin',
We'll peck your profs upon their faces.

Alma Mater, Alma Mater,
We love you so, it drives us mad,
That if they dared to come between us,
We'd even give up Mom and Dad!

ON BRAVE PIVNICK
(to the tune of "On Wisconsin")

On, brave Pivnick!
On, brave Pivnick!
Show 'em we've got spunk!
Suffocate them!
Decimate them!
Leave them all for junk!
Rah, rah, rah!
Send a roar up!
Roll the score up!
Stomp them into mud!
And then clean up the mess with
Their
Own
Blood!

THE "BELT 'EM" CHEER

Belt 'em, punch 'em, gouge 'em, kick 'em!
Smash 'em up until they're lame!
What's important is the score, gang!
Never how we play the game!
Yaaaaaaaaaaaaaaaaaaaaaaaaaaaaaay, Pivnick!
Yaaaaaaaaaaaaaaaaaaaaaaaaaaaaaay, Pivnick!
Fight, team, fight–
But dirty!

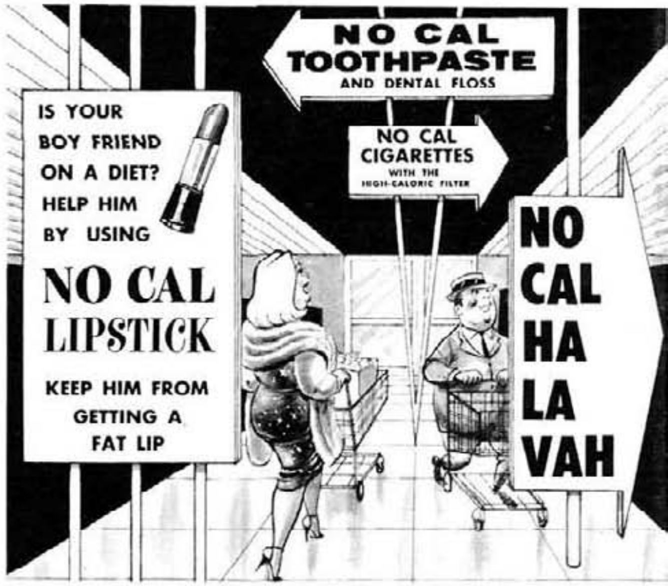
**THE BAD SEED with Claire Bloom, Jane Withers and Robert Weede

MAD'S SUGGESTIONS FOR EFFECTIVE WEIGHT CONTROL

An organization should be formed similar to "Alcoholics Anonymous" called "Abdomens Anonymous." Whenever hunger pains threaten to knock you off your diet, you just phone another member, and talk it out over a bottle of "No-Cal."



Speaking of low-calorie products like "Profile Bread" and "No-Cal" Soda, this whole area of dietetic foods requires further expansion. We look forward to seeing items like—



And supermarkets could co-operate by eliminating their regular price signs and adopting a brand new nomenclature system



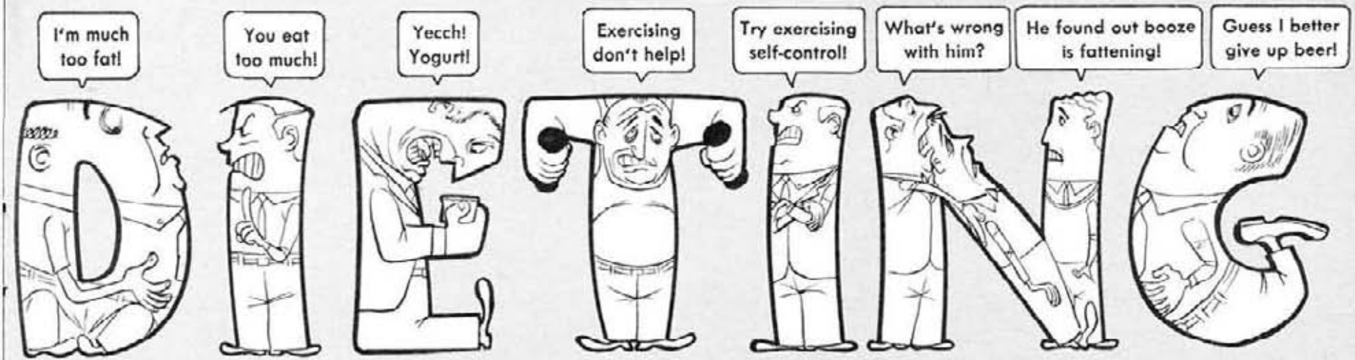
It is common for overweight people to blame their obesity on their glands. This is true, because they've eaten so much all their lives, their glands weigh 100 lbs. each.



But there are a few individuals who actually get fat due to dieting. These are people like Vic Tanny and the drug company executives who sell reducing medicines like crazy.



That's it, brother! You are now eligible for the fastest-growing faternity in the country. Yes, it's a fact that 34 million people in America are overweight (that's speaking in round figures, of course!) and most of them are active members of this faternity . . . the one devoted to . . .



WRITER & ARTIST: DAVID BERG

HOD OF WEIGHT CONTROL . . .

The only exercise that has proven effective in weight-control is a difficult exercise known as the "push-off." This exercise is taken at meals. First, you "push-off" the plate, then you "push-off" the body from the table.



HOD OF WEIGHT CONTROL . . .

everything that comes in contact with your mouth through the day.

PENCIL 7 Calories	
PEN (BALL POINT) 7 Calories	
LIPSTICK (From Girl Friend) 8 Calories	
FIST (From wife) 11 Calories	
PORCELAIN JACKET (From Dentist) 1 Calorie	



Then use the chart to figure each meal accordingly. This method involves integral calculus, and all that figuring will make you too nauseous to eat. So you'll lose weight.



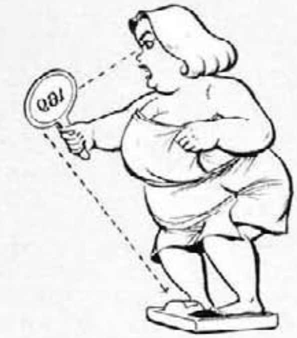
The first hint that perhaps you are a trifle overweight comes when you find yourself wedged into a revolving door.



The thought weighs on your mind (adding to problem) when neighbors start dropping friendly little hints like —



And final proof comes when you check a scale. Mainly, you can't even see a figure because of your own figure.



PHYSICAL EXERCISE AS A MET

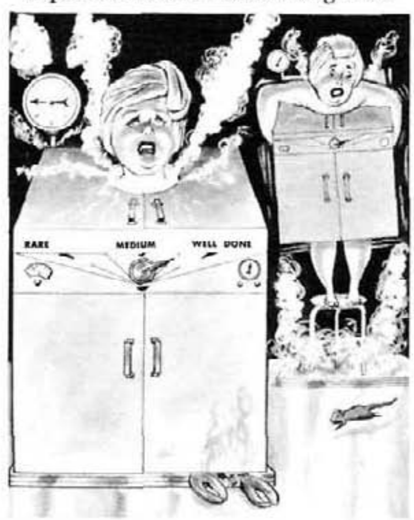
Those that have tried know that it is impossible to roll excess weight off.



Those that have tried know that it is impossible to rub excess weight off.



Those that have tried know that it is impossible to steam excess weight off.



CALORIE COUNTING AS A MET

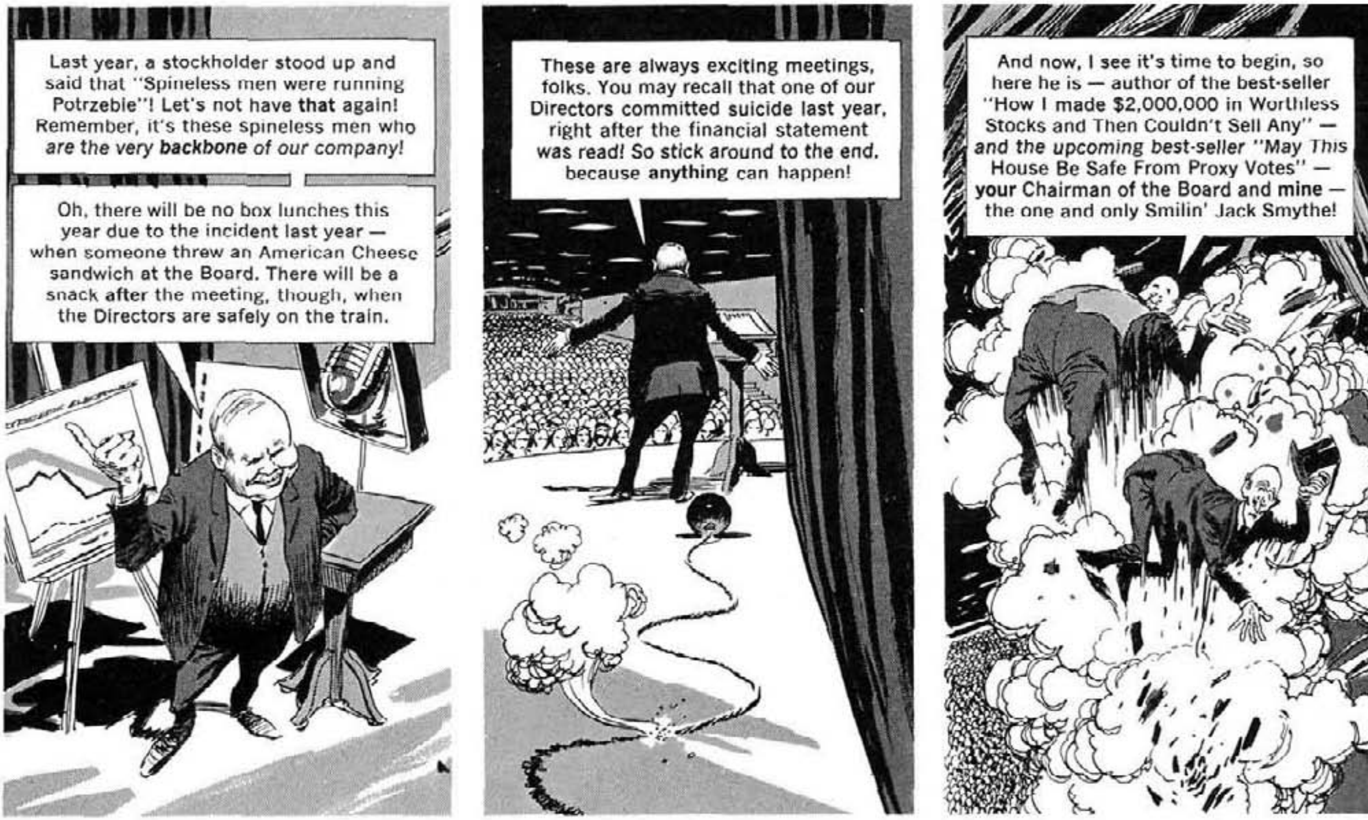
First, decide how many calories you use up in 24 hours: The "Active" type uses up many more calories per day than . . . the "Sedentary" type who only lays around!



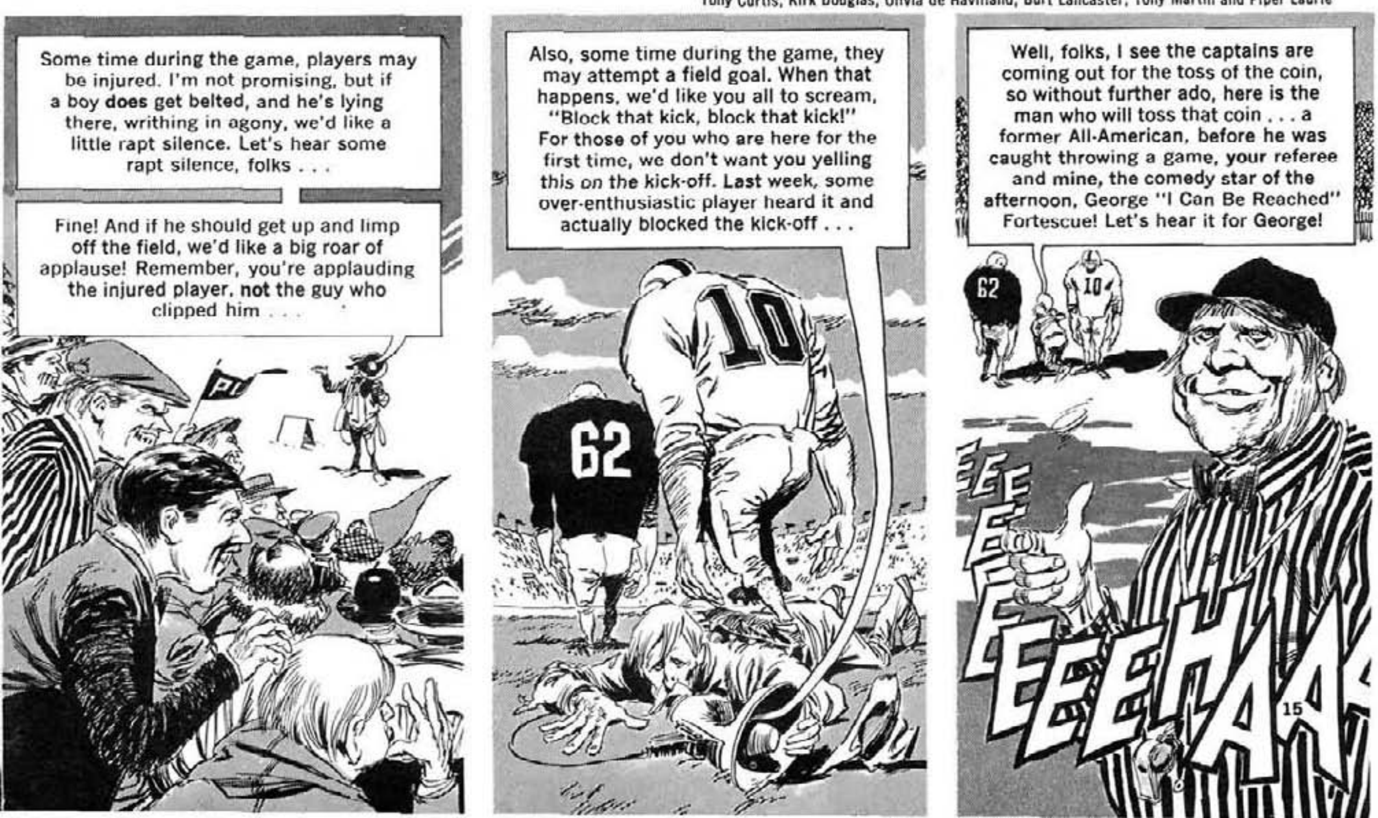
Next, get yourself a complete calorie chart, one that evaluates

FINGERNAILS 10 Calories	
TOOTHPASTE 6 Calories	
CIGARETTE SMOKE 2 Calories	
CIGAR SMOKE 3 Calories	
SMOG SMOKE 4 Calories	





ONE OF OUR AIRCRAFT IS MISSING **with Tony Curtis, Kirk Douglas, Olivia de Havilland, Burt Lancaster, Tony Martin and Piper Laurie

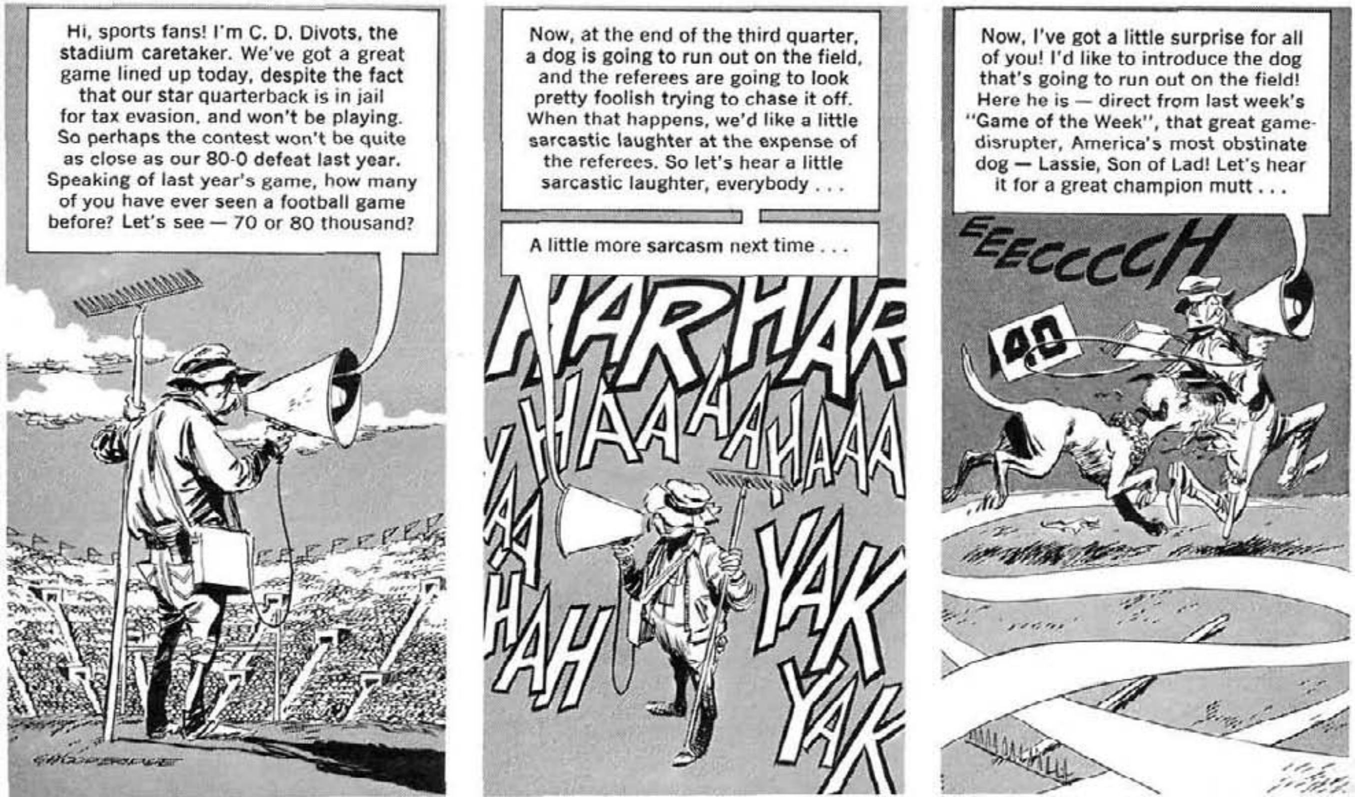


WARM-UP TO A STOCKHOLDER'S MEETING



**PITTSBURGH with
Nat Cole, Anthony Steel, John Mills and Betty Furness

WARM-UP TO A FOOTBALL GAME



FIRST THING THAT HAPPENS IS SOMETHING LIKE THIS:



if the show itself is a bomb! In fact, MAD thinks this practice ought to be extended into other areas where the audience reaction is important to the success of the show. Then we'd be seeing:

TO EVERYTHING

**THE BIG COUNTRY with Betty Field, Steve Forrest and Rudy Vallee

ARTIST: GEORGE WOODBRIDGE
WRITER: GARY BELKIN



CLAPTRAP DEPT.

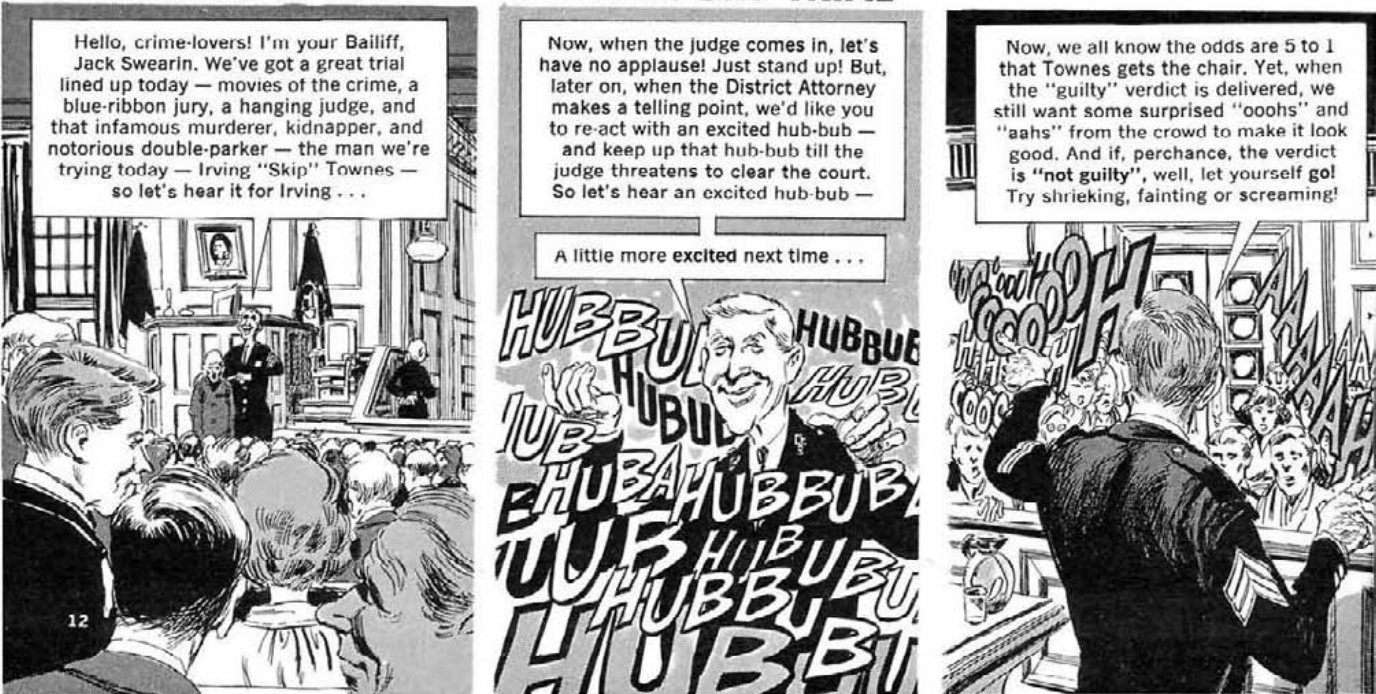
WHENEVER AN AUDIENCE ATTENDS A LIVE TV SHOW, THE



This is known in the TV industry as a "Warm-Up". It's supposed to get the folks who are about to watch the show into a responsive and receptive mood. Which is always a good idea, especially

"WARM-UPS"

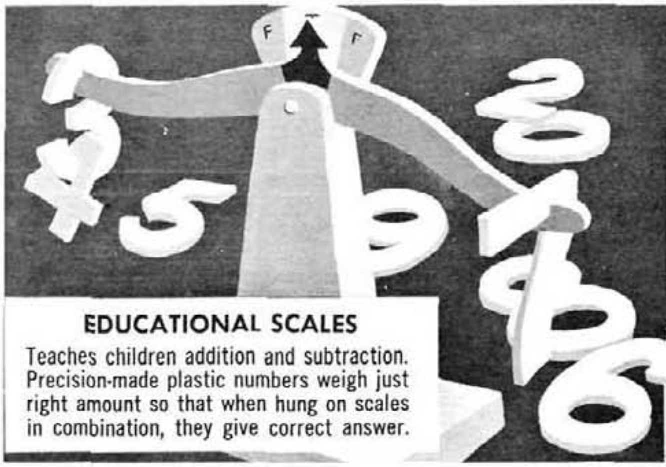
WARM-UP TO A COURTROOM TRIAL



"ADVANCED" EDUCATIONAL TOYS
These are tougher to have fun with

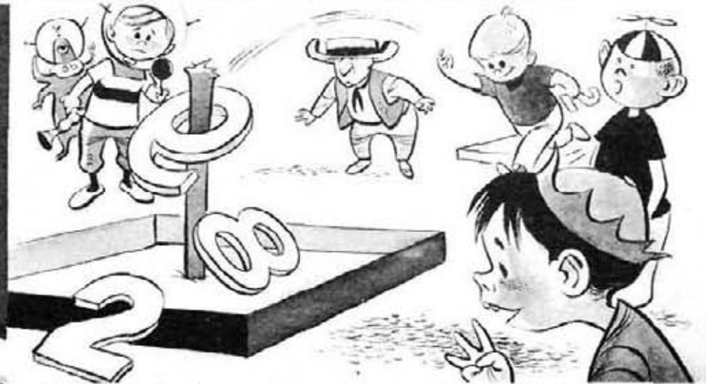
"Advanced" Educational Toys are specifically created for educational purposes, so they present a challenge. But with typical childish ingenuity, kids manage to have fun with these too...

"ADVANCED" EDUCATIONAL TOY... ...AND HOW CHILDREN OVERCOME IT

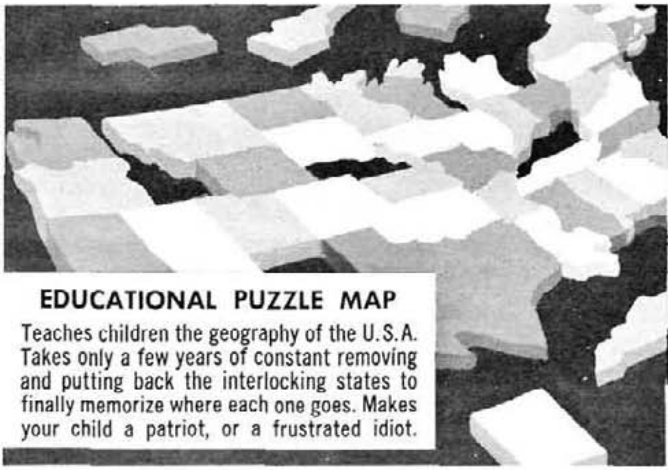


EDUCATIONAL SCALES

Teaches children addition and subtraction. Precision-made plastic numbers weigh just right amount so that when hung on scales in combination, they give correct answer.



Arithmetic is boring, so kids drive stake in ground, toss plastic numbers at it. Only addition now is 3 points for ringer, 2 for touching, and 1 if inside box toy came in.



EDUCATIONAL PUZZLE MAP

Teaches children the geography of the U.S.A. Takes only a few years of constant removing and putting back the interlocking states to finally memorize where each one goes. Makes your child a patriot, or a frustrated idiot.



Kids find that putting Texas where Rhode Island belongs doesn't work, so pieces start turning up in Potzi games, April Fool sandwiches, and X-Ray films of baby's stomach.



EDUCATIONAL PHOTO KIT

Teaches kids principles of photography. Contains parts for building box camera, six rolls of film, complete developing and printing supplies. Offers hundreds of hours of instruction and enjoyment.



Camera is too difficult to assemble and resultant photos aren't worth the trouble anyway. Kids get a big bang out of exploding the flash bulbs, making stink bombs from film.

**VERTIGO with
Dizzy Gillespie, Audrey Totter and J. C. Flippen

"SIMPLE" EDUCATIONAL TOYS
Kids find fun comes easy with these

"Simple" Educational Toys are actually *phony* educational toys because they're just *ordinary* toys with an educational gimmick added to increase sales. Here are some typical examples...

"SIMPLE" EDUCATIONAL TOY . . . . . . AND HOW CHILDREN OVERCOME IT

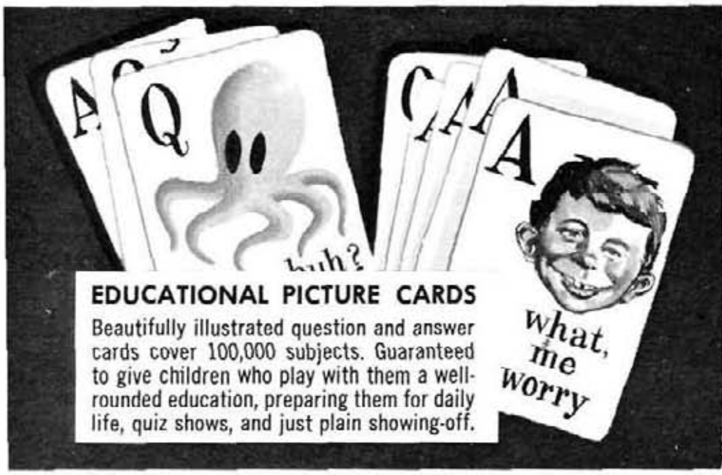


EDUCATIONAL MUSICAL TOP

Teaches children to appreciate good music. Plays only classical selections, including: "Fugue for Violin and Police Whistle" by Shamus; "Eine Kleine Spielzug" by Tsotski; and "Air on a G-String" by Tempest Storm.



Musical top has convenient handle for use when banging on tin wash tub. Kids enjoy listening to sounds of good loud noise much more than listening to sounds of good music.

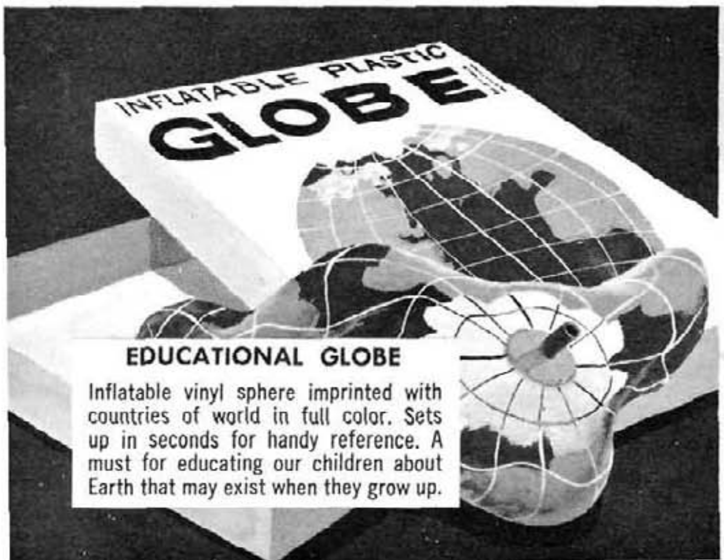


EDUCATIONAL PICTURE CARDS

Beautifully illustrated question and answer cards cover 100,000 subjects. Guaranteed to give children who play with them a well-rounded education, preparing them for daily life, quiz shows, and just plain showing-off.



Upon receiving game, kids start playing better one called "matching cards". When all are lost, they ask for another game. Parents are delighted kids wore out game learning.



EDUCATIONAL GLOBE

Inflatable vinyl sphere imprinted with countries of world in full color. Sets up in seconds for handy reference. A must for educating our children about Earth that may exist when they grow up.



The only place on Earth kids are interested in is their own backyard, so they take inflated globe there. Because it's just about the exact size of a regulation basketball.

**DON'T GO NEAR THE WATER with Veronica Lake, Lily Pons and Turhan Bey

**RANDOM HARVEST with
Jack Lemmon, Joseph Cotton and Orson Bean

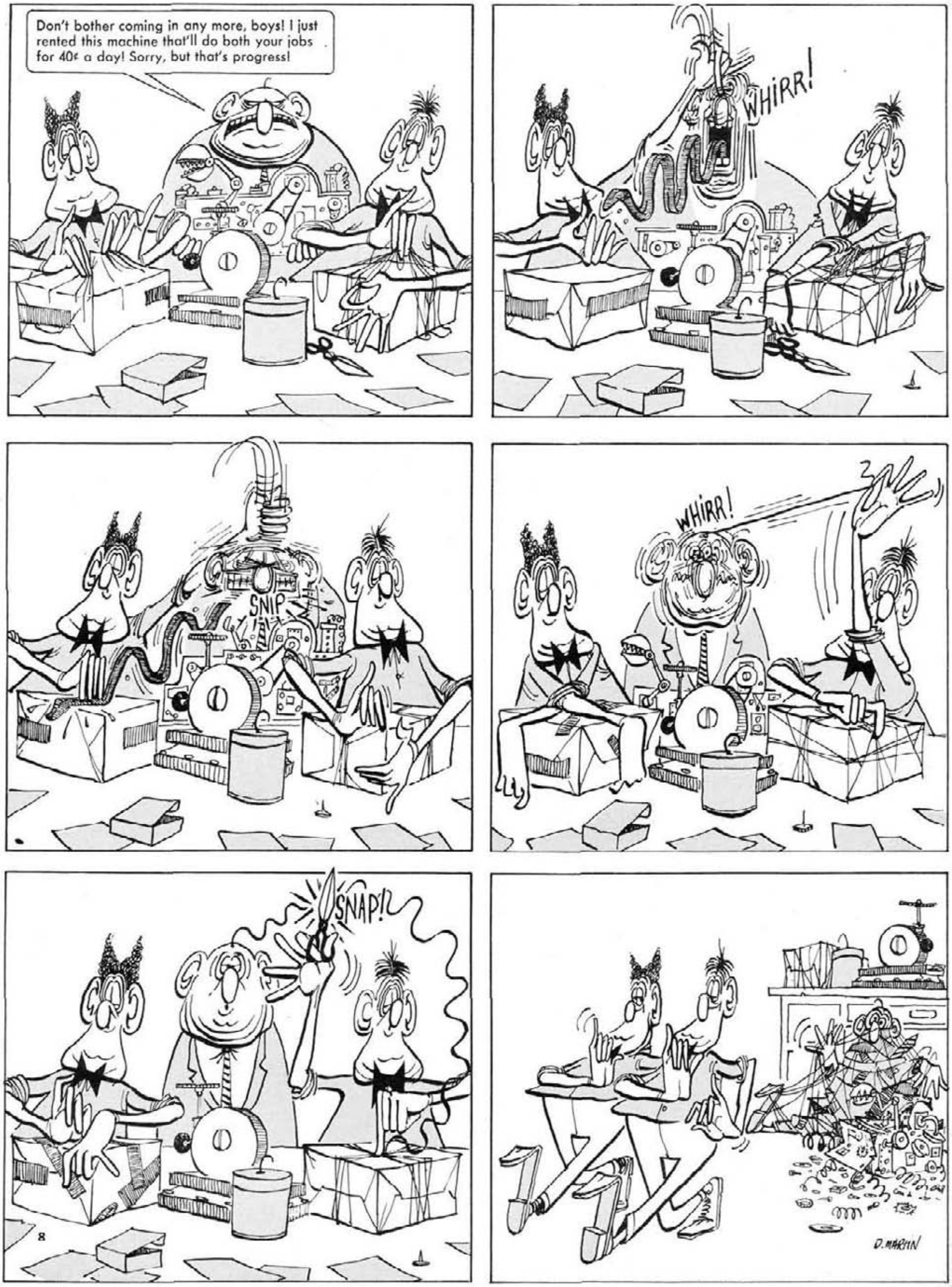
BORED OF EDUCATION DEPT.

For a while, what with emphasis being put on greater knowledge through increased education so that America could successfully compete in a complex missile age, Toy Manufacturers were getting pretty nervous. After all, playing with toys could eventually be considered frivolous, a waste of time, and perhaps even subversive. But the day was saved when some toy genius came up with the idea of making toys "educational". After that, sales zoomed, and everybody was happy. Except children. Because, while toys may change, children do not. All kids want from toys is fun, and that's what they still manage to get out of even the most insidiously educational of

EDUCATIONAL TOYS



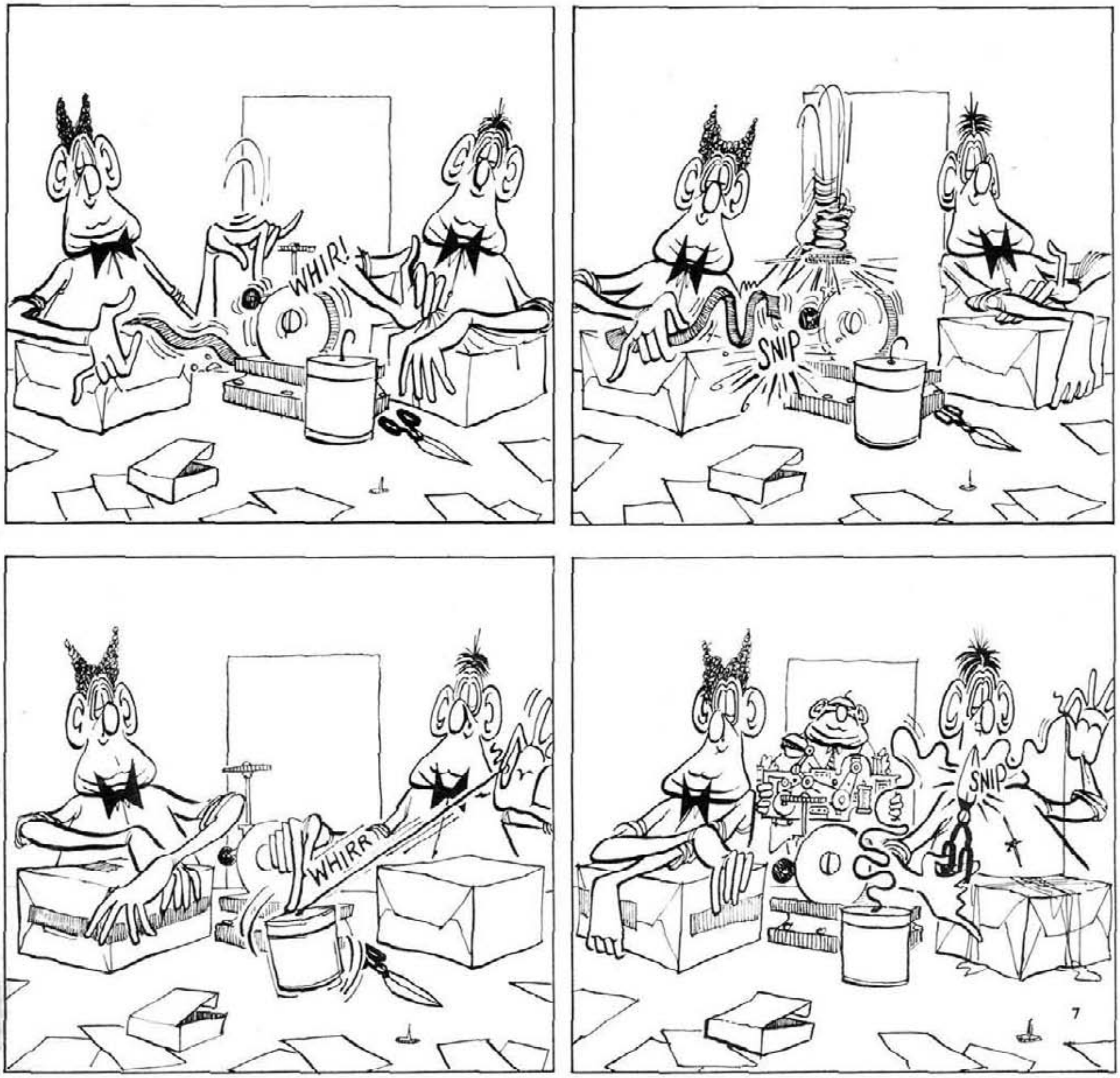
Toy manufacturers try to win sales by appealing to parents with claim that Educational Toys kill two birds with one stone—Playing and Learning. "It's like extra schooling!" they say. Kids would like to kill several more birds with same stone, namely kill-joy Toy Manufacturers.


Don't bother coming in any more, boys! I just rented this machine that'll do both your jobs for 40¢ a day! Sorry, but that's progress!
WHIRR!
SNIP
WHIRR!
SNAP!!
D. MARTIN

**MAN IN THE GRAY FLANNEL SUIT with Norma Shearer, Dennis Weaver, Robert Taylor and Rip Torn

MAD's maddest artist, Don Martin, unfolds another chapter from his famous autobiography ("The Idiot"). Working at many odd jobs before coming to MAD (his oddest job yet), Don tells what happened after —

20 YEARS IN THE SHIPPING DEPT.





One side! One side! C'mon . . . c'mon you guys! One side! We gotta move this furniture upstairs!
Hold it, fellers! Please? Just let us go up the steps before you, huh?
Listen, Mac! We got seven rooms of this stuff to carry up! One side!
It'll just take us a second, and then we'll be out of your way! Please? The show is half an hour off-schedule as is, and all we ask . . .
DON'T LET 'EM UP THEM STEPS! THEY'RE THREE FRESH SMART ALECS! DON'T LET 'EM UP . . .
G'WAN HOME! SCRAM! WHY DON'T YOU GO BACK WHERE YOU BELONG FROM! G'WAN, YOU — FOREIGNERS!
A fine mess we're in! Five minutes to go — and we haven't even started the show yet!
Hey, you three!
FRESH FISH
Boy, are we glad to see another actor from our show! Listen . . . run back and tell the director we've been trying to get up these tenement steps for almost an hour, and we . . .
Is that your car parked over there, next to the hydrant?
Yes, that's our car, but — Say, you're not an actor, are you! Listen, Officer, we're here on official police business! I mean, official TV police business! You see, we're detectives! I mean, we're not really detectives! We are on this TV show, and . . .
Let's see! Illegal parking, impersonating an officer, and resisting arrest! You'll be lucky to get off with three years each!
Officer, you don't understand! We are actors! We're on "Naked Town"!
"Naked", eh? Naked is a dirty word! Let's see . . . using profanity! That oughta get you another six months! Okay! Let's go . . .
There are eight million stories in the "Naked Town" . . . TOO BAD THIS WASN'T ONE OF THEM!


Hey, dese ain't no real guns! Dey got blanks in 'em!
Of course they're not real guns! You see, we're actors, and . . .
Dig them fellahs! Dey're actors!
Romeo? Romeo? Where for in heck arty thou, Romeo?
BANG!
C'mon, fellers! Give us back our guns!
Hey, gang! He wants his gun! Should we let 'im have it?!
Yeah! Let's let 'im have it!
OUCH! Hey, what's the idea of kicking me!
You're standin' in a "Kick Me Hard" box, stupid!
Okay, fellers! Enough is enough! Now, give us back our guns, huh?
KICK ME HARD
Hey, Monty! T'row yer gun to Pete . . .
Here, go, Pete! T'row yer gun to me . . .
SALUGGI! SALUGGI!
Aw, c'mon fellers! How will this make us look on TV??
PAD TO LET
If you promise you won't bother de lady, we'll give you back yer guns!
We promise!
Cross your hearts and hope to die?
Yeah! Yeah!
Boil in oil and stew in lye?
Okay! Okay!
Boy . . . some fresh kids! Now, what will we do? They're watching us!
Let's try the next tenement! The stoop is empty . . . and we have to finish this scene!
ALL RIGHT, MEAN MANNIE! WE'RE COMIN' AFTER YOU!

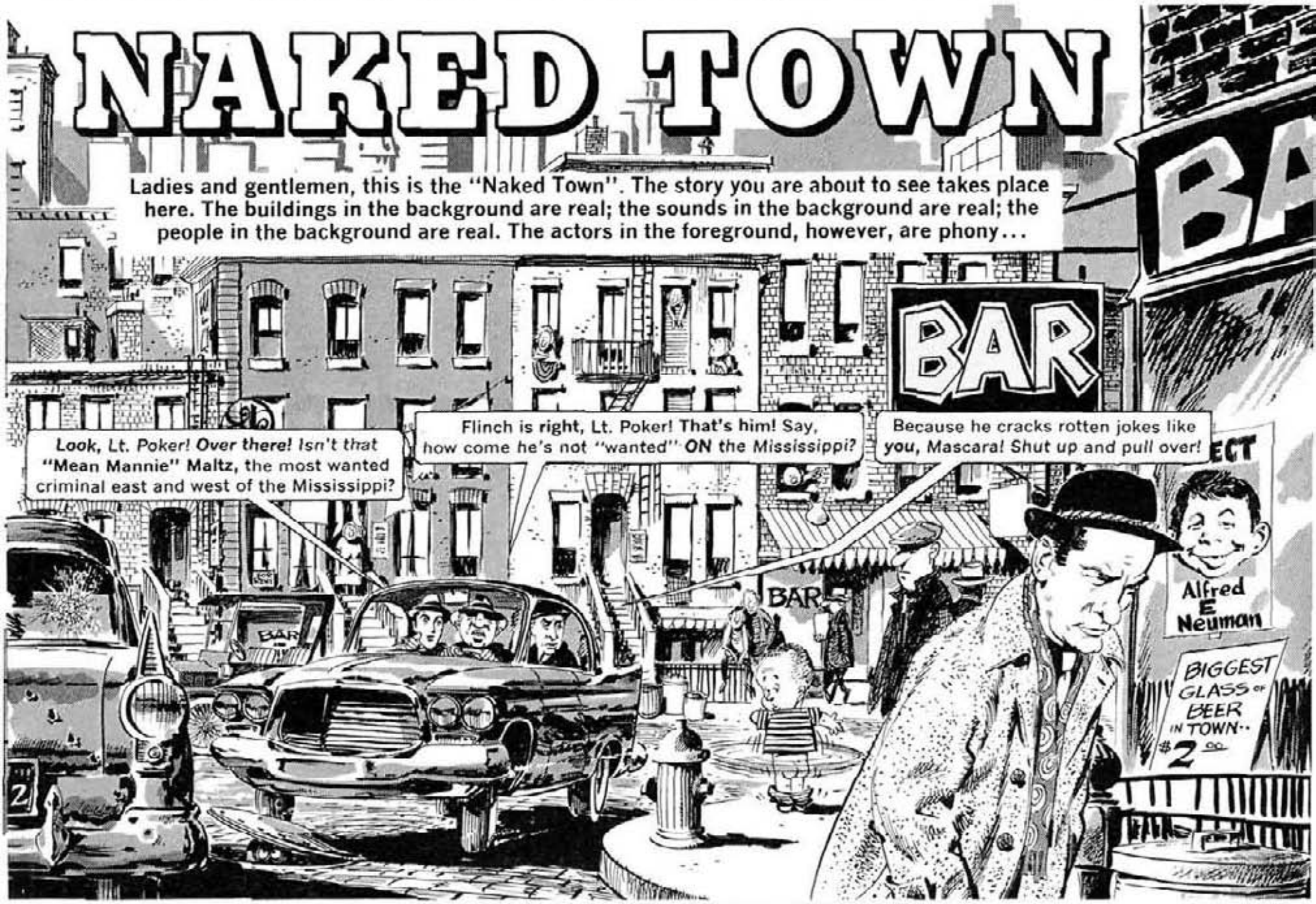


I said: You go around thum bah gan I'll frim gop de goog wif Mascara here!
Sorry, Lieutenant, but that jet airliner was passing pretty low overhead and . . .
Hey, Lieutenant! Couldn't we try this shot on some nice quiet studio lot? Like maybe . .
RRMMMMMM
No! This is supposed to be a realistic TV series taken right on the spot! The heck with it! We'll go get him together!
OKAY, MALTZ! WE KNOW YOU'RE IN THERE! COME OUT OF THAT TENEMENT WITH YOUR HANF UG ORG WE GOMP INK SHOMIN!
Hold it, Lieutenant! The subway's passing right below us!
CLICKETY CLACK CLICKETY CLACK
MOMMY! LOOK WHAT I FOUND IN JUNIOR'S HEAD!
ALL RIGHT, MALTZ! YOU ASKED FOR IT! HERE WE COME . . .
Let's go, boys!
Pardon us, Ma'm! Would you mind moving your carriage so we can run up these tenement steps? You see, we're trying to catch . . .
You're trying to catch a good punch on the nose, Mr. Smart Alec! That's what!
NO MORE KUMBLES, HUH, GEORGE?
YOU KNOW VERY WELL WHAT POCKET!
Of all the nerve! A body can't even sit on her own stoop without some fresh guy telling her to move! Not me, Buddy! I'm not moving any baby carriage! This is a free city . . .
Look, lady! You don't understand! We're supposed to go up these steps! See, our director . . .
HEY, GANG! DOSE T'REE CREEPS WIT' GUNS IS BOTHERIN' DE LADY!
What's de idea of botherin' de lady. You wise guys or sumptin?
Look, all we did was ask her in a nice way to move her carriage! See, we have to go up after "Mean Mannie" Maltz! It's in the script!
Suppose she don' wanna move! You gonna make sumptin' out of it?
Yeah! Suppose she don' wanna move! You own dis stoop or sumptin'?
Lookit de nifty gun! Les'see de gun, Mac! What's it, a Luger?
CUT THAT OUT!
Les'see your gun, too, Charlie!
Hey, give that back!
4

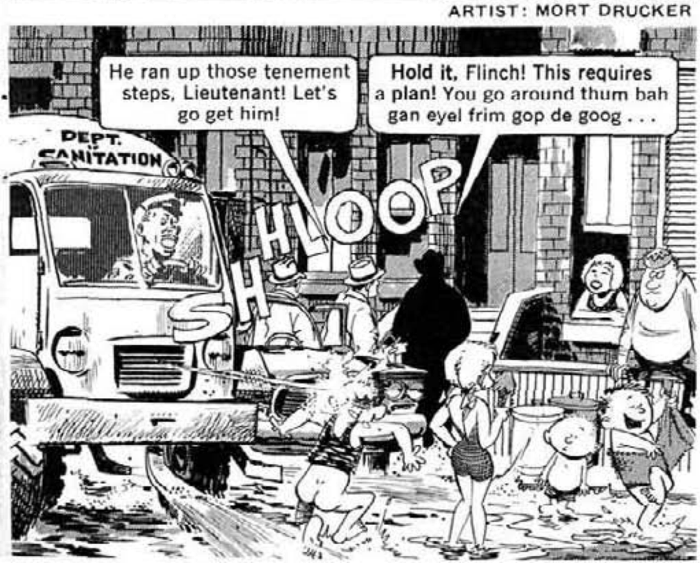
THROWING THE BULLS DEPT.

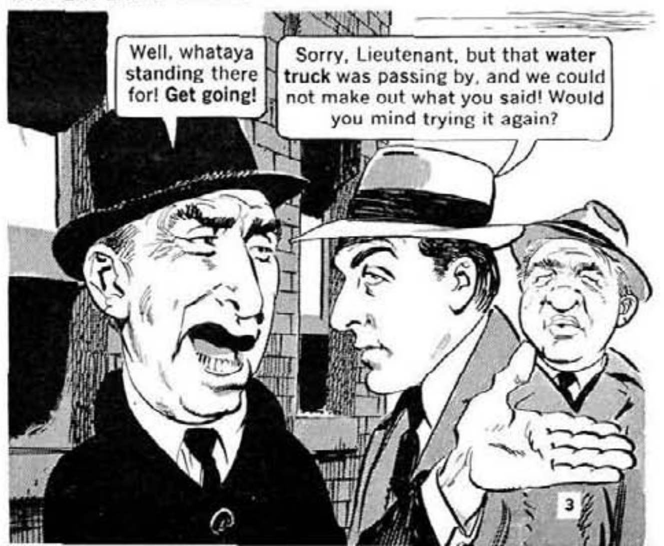
Last year, a realistic-type half-hour TV series called "Naked Town" went off the air because of poor ratings and lack of audience interest. So this Fall, with typical TV-mind logic, the network heads decided that, instead of a realistic-type half-hour TV series called "Naked Town", they would put on a realistic-type *full*-hour TV series called "Naked Town". That way, they'd have a show which could be ignored by *twice* as many people as last year. We don't know how long this new series will last, but here's what could happen to knock it off the air even before the first Trendex ratings for the Fall are in on . . .

NAKED TOWN



ARTIST: MORT DRUCKER WRITER: LARRY SIEGEL





**ANATOMY OF A MURDER with Dolores Hart, Edith Head, Horton Foote and Red Skelton

LETTERS DEPT.



MAD COMIC STRIP

I had just finished reading your mag when I decided to read something more worthwhile, like a newspaper for instance. No sooner did I turn the page than I saw the enclosed comic strip. What gives? I mean everybody seems to be thinking your way these days. Well, if you can't beat 'em, join 'em!

Richard Rudden
Hollis, Queens

This morning, I came across this in "The Jackson Twins." What goes? Is everybody going MAD?

Mary Grastorf
Wellsville, N. Y.



Mad Twins

SUBSCRIPTIONS

I was surprised and shocked when I read the first page of your magazine. Do you mean to say that only two people (Gloria Orlando and Celia Morelli) have subscriptions to MAD?

Steve Waldman
Brooklyn, N. Y.

MAD PROBLEM

I will start by saying that I have a cabana at the Fontainbleau Hotel. This is good. Next, I will say that I read MAD. This is bad. Members of the cabana club are issued cards which they are to show to the man at the gate. Most don't. For two years, I was never stopped and asked for my card. Last time, I took my MAD with me. Holding it under my arm, I proceeded to walk through the gate. For the first time in two years, I was asked for my card. Was it because I was carrying my copy of MAD?

Steven R. Berger
Miami Beach, Fla.

No, it was because you forgot to wear your pants!—Ed.

MAD HISTORY BOOK

In issue #58, there is an article called "A Child's History of the Middle 1900's." I am a loyal fan of MAD's, and I am shocked to find an article based on fact. You guys better watch out or you'll educate your readers above the level of reading MAD.

Dale Peterson
Perth Amboy, N. J.

Referring to your "History Book" article, it is all too true of the education we are receiving. It is unfortunate that MAD must bring to light such facts.

Jack Levin
Millburn, N. J.

Your "History of the Middle 1900's" was an excellent presentation of a serious problem in our modern texts. Not only did your article point up the American grammar school "brainwashing" system, but it also took advantage of the opportunity to show us some of the major problems, social and political of the twentieth century. Your keen insight and effective treatment of today's issues make your magazine truly "educational literature." Keep up the good work.

Buddy Brock
History Major
Emory University
College Park, Ga.

SYMPATHY

I really sympathize with you guys in respect to all the letters you get pointing out the boo-boos you make. If the clods who write them would only look at some of the other popular magazines, they would notice they're not perfect either. Besides, you MAD boys have too many worries already, like f'rinstance where your next meal is coming from!

Jim Conlan
Birmingham, Mich.

LETTERS OF THANKS

This letter is written in thanks. Thanks to you for publishing a magazine in which a wonderfully delicate art still lives—the art of satirical criticism. It is so exciting to read your magazine month after month (I have been reading MAD since the very first issue), and I find you consistent in your wit, style and wonderful choice of material. It is thrilling to think that your publication is the only intelligently written magazine today that speaks out in a humorous way against the "Well - I - didn't - like - the - show - but - how - about - that - cute - commercial?" and "Ah - you - criticize - too - much!" society in which we seem to be living. As a Speech teacher in an Atlantic City high school, I have suggested reading MAD to some of my students so that they may achieve a better insight into things going on around them, things to which they had been almost oblivious. Let me repeat my thanks to you (Mr. Editor) and to your wonderful MAD staff of writers and illustrators for not "selling out" to the clods who seem to be running our society these days. Thank you for remaining true to critical minds and senses of humor all over the world. I think your material is comparable to the works of Dorothy Parker, Robert Benchley, Ogden Nash and all of our American satirical humorists. Thank you for being just a little bit MAD.

David H. Kieserman
Atlantic City, N. J.

Please address correspondence to: MAD, Dept. 60, Room 706, 225 Lafayette Street New York 12, New York

NUMBER 60 JANUARY 1961

"Men say women can't be trusted too far, women say men can't be trusted too near!"
—Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam ***PRODUCTION:*** Leonard Brenner

TWO FOR THE MONEY: Jerry De Fuccio, Nick Meglin

LAWSUITS: Martin J. Scheiman, Esq.

SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Anthony Giordano

CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

**Various Places Around The Magazine

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VITAL FEATURES

FOR "MAD" CHRISTMAS GIFT-GIVING THIS YEAR...

HAVE A BALL!

WE'LL SEND YOUR GIFTS ALONG WITH A CHEERY ANNOUNCEMENT TELLING WHO TO GET EVEN WITH!



Deck their shelves with books of folly! Mainly, these three hard-cover deluxe

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I enclose **$2.95** each. Please send the anthologies I've checked to:

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____



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BUST OF ALFRED E. NEUMAN

...and "bust" a beautiful friendship up!

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ADDRESS ____________________

CITY ____________________ ZONE ______ STATE ______

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☐ **MAD** Strikes Back	☐ The Brothers **MAD**	☐ The Organization **MAD**
☐ Inside **MAD**	☐ The Bedside **MAD**	☐ Like, **MAD**

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CONGRATULATES
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I LIKE JACK
upon his election as
PRESIDENT
We were with you all the way, Jack!